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THE NATIONAL NEWSPAPER OF MARKETING

Cigaret Makers Drop Nicotine, Tar Ad Claims

Tobacco Men Informally Accede to FTC; Many Were Not Running in 'Tar Derby'

WASHINGTON, Feb. 5—Major advertisers in the cigaret industry had, with one exception, returned to FTC this week their respective copies of a letter informally agreeing (1) to end tar and nicotine claims in their ads; (2) to end comparative claims about filter efficiency, and (3) to end, in effect, all health claims, even implied ones, ADVERTISING AGE learned today.

FTC Chairman Earl Kintner hailed the impending shift in cigaret ads away from tar and nicotine claims as a "landmark example of industry cooperation in solving a pressing problem."

■ In a speech before the AFA today, Chairman Kintner said he wanted to express the commission's appreciation to the industry, its attorneys and its advertising agencies for their part in this undertaking.

His mention of a pact with the industry to end the "tar derby" is the only information from the commission.

■ Aside from Chairman Kintner's comments before the Advertising Federation of America meeting here today, the commission maintained a firm silence with respect to the terms of the agreement.

When news first began "leaking" from trade sources, the commission yesterday confirmed that agree-

(Continued on Page 8)

Bartel Is Named Ellington President, Landon Co-Chairman

NEW YORK, Feb. 5—Ellington & Co. has realigned its executive roster and named William A. Bartel president. Mr. Bartel has been exec vp since 1954. He succeeds Chauncey L. Landon, president since 1954, who becomes co-chairman of the agency with its founder, Jesse T. Ellington. Mr. Landon continues as key man on the Cities Service account.

William A. Bartel

In another appointment, Hugh Lewis, vp and long associated with the Celanese account, becomes a

C. L. Landon

Jesse. Ellington

member of the board of directors.

The election of the 44-year-old Mr. Bartel is in keeping with the agency's program of "bringing a fresh, younger group into the agency," Mr. Ellington told ADVERTISING AGE.

Last year Ellington's billings were somewhere between $14,500,000 and $15,000,000, but for 1960 the agency is billing at a rate of $17,500,000 to $18,000,000, Mr. Bartel said. #

Try any Lipton Soup and get ovenproof set of
6 LIPTON SOUP MUGS just $2

MUGS—*Thomas Lipton Co. will offer six ovenware soup mugs in ads like this starting Feb. 7 in First 3 Markets Group, This Week and other supplements and in Better Homes & Gardens and Ladies' Home Journal in March. Young & Rubicam is the agency.*

Baker, Tilden Merges with Compton Agency

Compton Doubles Billings in Chicago to $10,000,000

CHICAGO, Feb. 4—Today, Compton Advertising doubled its billings here—from $5,000,000 to $10,000,000—and gained a generous portion of the Quaker Oats Co. account, with estimated billings of $4,500,000, by merging with Baker, Tilden, Bolgard & Barger.

The merger involved an exchange of stock, with Bruce A. Baker and Louis E. Tilden, president and board chairman respectively of BTBB, exchanging their stock in return for Compton stock. Messrs. Baker and Tilden owned 96% of the agency.

(Larry A. Wherry and Messrs. Baker and Tilden bought the old Sherman & Marquette agency from

(Continued on Page 92)

AFA Calls for Vigilante Action in Policing Ads

Adclub Participation Is Patterned After Plan Operating in Cleveland

WASHINGTON, Feb. 5—This may be the year of the vigilante in the advertising business.

Today the Advertising Federation of America, meeting at its second mid-winter conference, went on record with a plan for self regulation which will operate on regional and local levels.

Advertising clubs across the country, working with local better business bureaus, will be requested by AFA to start an immediate study of all advertising in their territories, with a view to taking action on any which may be untruthful or in bad taste. Where they find grounds for action, the cases will be turned over to local better business bureaus. In cities where no BBB exists, clubs will be urged to set up "vigilance committees," similar to the ones which worked to implement the first crusade for truth in advertising nearly 50 years ago.

Cases which cannot be resolved on a local level will be referred to AFA national headquarters, which will take remedial action, either with the advertiser or with other appropriate organizations.

■ The prototype of the operation is the advertising regulatory procedure now operating in Cleveland, in which 87% of retailers, wholesalers and other companies have subscribed to a code for high standards in advertising and have agreed to screen all advertising at its source.

All clubs—134 AFA clubs and 47 clubs in the Advertising Assn. of the West—will get a bill of specifics, as will AFA's 18 vertical association members and 1,000 company members.

The plan was said to complement the proposed advertising advisory council of the ANA.

■ The meeting heard from a wide range of government and industry representatives:

■ Earl W. Kintner, chairman of the Federal Trade Commission, took the opportunity to reveal the achievement of the end of the tar derby in the cigaret business (*see story on Page* 1). He also stressed his views about potential inclusion of media in FTC complaints—"There is no express statutory exemption for media"—and reported that it has been suggested recently that media should be included in FTC complaints.

However, Mr. Kintner said, "The public and moral responsibility of advertisers and those who serve the industry must in turn be shared by the media." Whether they should share legal responsibility, he said, "is another matter, involving serious policy considerations." Personally, he said, "I hope that the Federal Trade Commission never will find it necessary to make any publishing medium, printed or broadcast, party respondent in a deceptive advertising case."

■ Mr. Kintner stressed the commission's legal authority and responsibility, its role in the payola scandals, and its recent activity in television commercial areas: "Since Oct. 30, the commission has issued seven formal complaints against alleged deceptive television demonstrations of products. In addition, the commission had previously issued 43 formal complaints and 28 orders to cease and desist against false and mislead-

(Continued on Page 91)

FCC Will Seek Power to Enjoin, to Impose Fines, Cease & Desist Orders

Commission Cites Need of Authority to Deal With Packagers, Jockeys

WASHINGTON, Feb. 4—The Federal Communications Commission announced today that it has decided to ask Congress for an assortment of new powers to punish fraudulent and deceptive programming.

The commission did not specify what it thinks it needs. But it did say it wants power to get court injunctions and to impose fines and cease and desist orders on rule violators.

FCC previously announced it will adopt rules requiring stations to institute safeguards against plugs and payola.

Today's announcement explained that the commission is powerless to deal with anyone other than station licensees. It said it needs authority to deal with program packagers, disc jockeys and others who are not now directly subject to its regulatory powers.

The announcement came as the House committee on legislative oversight prepared to resume public hearings on plugs and payola. The hearings are to start Feb. 8 and are to run at least a week.

■ The announcement dealt only with FCC's regulation of deceptive programming. It did not touch on the commission's over-all super-

(Continued on Page 92)

Newspaper Reps Hit 'Piecemeal' Release of Bell-Peabody Study

NEW YORK, Feb. 4—An opinion survey on newspaper representative selling methods conducted by Franklin Bell, former ad director of H. J. Heinz Co., and Stuart Peabody, former ad vp of Borden Co., and reported in the Feb. 1 ADVERTISING AGE, drew mixed reactions this week from representatives.

The study, conducted via depth interviews of advertisers and agency media buyers for Sawyer-Ferguson-Walker Co., reported that

(Continued on Page 92)

Last Minute News Flashes

Congress Unit Asks Net Licenses, FCC Legal Teeth

WASHINGTON, Feb. 5—Injunctive power to enable the Federal Communications Commission to stop false advertising, criminal penalties for stations, networks and advertising agencies involved in false ad cases, and licensing of networks were among the major recommendations in the report of the House committee on legislative oversight to be issued this weekend. "It is not reasonable to expect persons who have profited in the past from deceptive use of the air waves, in blissful ignorance of fraud, to become vigorous guardians of the public interest," the report will say. Rep. Oren Harris (D., Ark.) said he hopes to see some legislation this year *(see story in adjoining column)*.

Puritron Moves to Doyle Dane from Sackheim

NEW HAVEN, Feb. 5— Puritron Corp. has appointed Doyle Dane Bernbach, New York, to handle advertising for the Puritron air purifier, effective March 1. Plans call for a "greatly expanded program in consumer media." Maxwell Sackheim Inc. is the previous agency.

Ansul Chemical to Leave Brady Co. March 1

MARINETTE, Wis., Feb. 5—Ansul Chemical Co. and Brady Co., Appleton, Wis., will part company March 1. After that date, Ansul will be handled by Brad Sebstad, currently ad manager, who will open his own agency in Menominee, Mich. Ansul bills more than $100,000.

(Additional News Flashes on Page 91)

Judge TV Claims Only 'in Context,' Colgate Tells FTC

Advertiser, FTC Agree to Limit Hearing Scope to 'Protection' Implications

WASHINGTON, Feb. 5—The Federal Trade Commission's case against advertising of Colgate's Dental Cream with Gardol went to hearing today, with attorneys fighting to show that their ads met the needs of a competitive situation.

Colgate attorney Matthias F. Correa protested a ruling by Hearing Examiner Leon R. Gross, which would knock out portions of Colgate's defense which contend that competing dentifrices have been making unwarranted claims in their ads (AA, Feb. 1).

As the morning session concluded today, Mr. Correa served notice he expects to move for access to information in FTC's files about Colgate and its competitors.

■ With Colgate's official reply to FTC's complaint received less than 10 days ago (AA, Feb. 1), the opening of hearings today represented unprecedented speed. In

(Continued on Page 91)

Bolin Kintner Weil Banzhof Woodie Jones

ANA LISTENERS—*Listening to FTC's Earl Kintner at ANA meeting are Max Banzhof and Craig Woodie, Armstrong Cork; Bill Jones, Hoover Co.; Gil Weil (back to camera), legal counsel, Assn. of National Advertisers, and Roger Bolin, Westinghouse Electric.*

Self Rule for Ad Field Urged at ANA Meeting

Frost Calls Criticism by Public 'Justifiable'; Kintner Lauds His Stand

(Text of Mr. Frost's remarks appears on Page 96.)

NEW YORK, Feb. 2—This was self-examination day in the advertising business.

Today, at the special meeting of the Assn. of National Advertisers, an imposing lineup of speakers from industry, media associations and government arrived to present their individual assessment of the problems of advertising and what solutions were available. It added up to a massive endorsement of self regulation.

• The ANA planned to issue a guide and program for advertisers so they could be reasonably sure of staying off the shoals of government regulation.

• Most of the speeches began with the acknowledgement that "only a fraction of all advertising," or "the larcenous few" or "a trifling minority" are guilty of infractions. But the penumbra of guilt has now been cast over the entire advertising business, and serious introspection was the order of the day.

Donald S. Frost

Donald S. Frost, vp of Bristol-Myers Co. and ANA chairman, keynoted the meeting: "There are those involved in various aspects of advertising whose actions have cast discredit or disfavor on all advertising in the eyes of the government and the public.

"With some the actions may have been intentional. Others may have justified themselves on the basis of competitive pressures. Others may have felt sincerely that their actions would not be

(Continued on Page 93)

ANA Hears 3-Way Plan to Improve Industry's Image

NEW YORK, Feb. 2—In its closed meeting, the ANA heard a three-point program of action approved by its directors, which embraces:

1. A program to achieve better understanding and working relationships between national advertisers and the FTC.

2. A program to establish liaison machinery linking national advertisers and the organizations of companies in agency and media areas which have or may initiate self regulatory procedures.

3. Establishment of an advertising advisory council composed of men with high professional advertising attainments, whose status permits objectivity, to serve as consultants and advisers on broad or specific issues relating to taste and propriety, and to take initiative where necessary to help assure credibility and acceptability of advertising.

■ It was explained that the concept of the council involves the services of admen who have achieved substantial reputations in the business but who no longer have direct operating responsibility. Presumably they would be retired or, in any event, would no longer have direct financial interest in advertising operations. #

At Michigan 4 A's . . .

Buyers Too Wise to Fall for False Ads, Burnett Says

Don't Be 'Scared or Regulated into Desiccated Dullness,' Adman Exhorts

DETROIT, Feb. 3—The American purchaser is a tough baby and doesn't have to be wrapped in cotton insofar as exposure to advertising goes, in the opinion of Leo Burnett, chairman of the agency bearing his name.

"Quick perception of misrepresentation, exaggeration, half truths and weasel words is part of the purchaser's built-in mechanism," said Mr. Burnett. "In my experience P. T. Barnum was over-optimistic about the high birth-rate of suckers.

"The purchaser applies his protective mechanism to what he sees in the store windows when goods are marked down, to what the salesman tells him, what he sees

(Continued on Page 8)

Green Named VP as Meyerhoff Reorganizes

(Picture on Page 56)

CHICAGO, Feb. 3—Another move in what appears to be a major reorganization at Arthur Meyerhoff Associates came yesterday with the naming of Benjamin J. Green as a vp.

Mr. Green, who came to the company in February, 1947, as radio director and became an account supervisor in 1950, has specialized in grocery accounts, including Broadcast Food products, Mrs. Grass' soups and New England Fish Co.

The agency announced the appointment as being "in line with the program . . . to increase participation and to prepare for expansion."

Since the appointment of Robert Ross as administrative director and a member of the plans board last March, some of the changes at Arthur Meyerhoff include the following:

• The agency was changed from a partnership to a corporation early last summer.

• William Doscher was named director of marketing research, a new position, last July.

• George Grabin, who headed Meyerhoff's Milwaukee office, joined John W. Shaw Advertising to form an affiliate, Grabin-Shaw Advertising.

• Lester A. Weinrott, a creative consultant, left the agency to become vp in charge of marketing at Reach, McClinton & Pershall in August.

• Five new account executives were appointed: Howard Cain, Frank Clark, Roger Mohr, Ned Meyerhoff and Tom Spasari.

• Tom Magsino was named creative director; Luke Williamson joined the art department; Leah Brown and Gene Roloff were added to the copy department.

Meyerhoff's principal accounts are the William Wrigley Jr. Co., Broadcast Food Products of John Morrell & Co., I. J. Grass Noodle Co., New England Fish Co., DeMert & Dougherty Inc.'s Heet, and Myzon. #

Hoag & Provandie Adds One

Dawson's Brewery, New Bedford, Mass., has moved its account from Bresnick Advertising to Hoag & Provandie, Boston.

McGraw-Hill Exec Suggests 'Common Auditing Bureau'

Nelson Bond Sees Little Hope for a Single Audit System

NEW YORK, Feb. 2—A top McGraw-Hill executive last night made what some people called a major concession when he suggested that one solution to the argument over business paper audits could be to let the Audit Bureau of Circulations audit paid circulation and the Business Publications Audit of Circulations handle free or controlled circulation.

Neither Nelson Bond, president of the publications division of McGraw-Hill, who made the suggestion, nor the publishing company, whose business papers are all audited by ABC, had previously discussed such a move publicly. Mr. Bond indicated his belief that there would never be a common audit. "We could have a common auditing bureau" comprised of ABC and BPA people, he added, and said that such an ABC-BPA set-up should be "mandatory" for business paper publishers.

In the case of publications that have both paid and controlled cir-

(Continued on Page 92)

Capper-Harman Adds Three Farm Papers

CLEVELAND, Feb. 4—Capper-Harman-Slocum has acquired three farm publications, *Indiana Farmer*, *Kentucky Farmer* and *Tennessee Farmer & Homemaker*. Details of the purchase were not disclosed.

Kentucky Farmer and *Tennessee Farmer & Homemaker* each have circulations in excess of 100,000 and are published by Farmers Home Journal Inc., Louisville. The Indiana farm paper is published by Indiana Farmer Inc. and has a circulation of 100,000. The three publications were formerly under the management of Evelyn Spencer Guard, president of both companies.

According to Capper-Harman-Slocum, which publishes *Ohio Farmer*, *Michigan Farmer* and *Pennsylvania Farmer*, management of the acquired publications will be under the direction of Ray T. Kelsey, general manager. #

Highlights of This Week's Issue

During recent weeks the Federal Trade Commission has occupied a steadily growing share of the news spotlight. On Pages 60 and 62, Advertising Age presents a profile of this regulatory commission, telling why it was formed, how it operates and giving background material on its members.

Reddi-Wip Corp consolidates advertising for its products by switching the Reddi-Wip account from North Advertising to Kenyon & Eckhart ..... **Page 3**

Networks begin annual juggling of nighttime shows ..... **Page 3**

Hat Corp. of America switches its Cavanagh hats account from Batten, Barton, Durstine & Osborn to Grey Advertising Agency, which already has the Knox and Dobbs lines ..... **Page 3**

Noxzema Chemical Co. elects Raymond F. Sullivan, chairman of Sullivan, Stauffer, Colwell & Bayles, chairman of the board, succeeding the late Dr. George A. Bunting, founder of the SSC&B client ..... **Page 4**

John Doerfer, FCC chairman, says hearings may have altered the thinking of the Federal Communications Commission ..... **Page 6**

Medical World Publishing Co. will launch Medical World, its new publication for doctors, April 14 ..... **Page 22**

Aurora Plastics Corp. will continue its ten-page ad in Boys' Life, which offers premiums and a catalog, indefinitely ..... **Page 26**

Independent Grocers' Alliance of America (IGA) launches campaign thanking women for patronizing its stores ..... **Page 28**

Bayard E. Sawyer, associate publisher, Business Week, says product promotion is "the first element in building a favorable corporate image or reputation" ..... **Page 32**

Trans Atlantic Passenger Steamship Conference will shift from newspapers to magazines for its new consumer campaign, to be launched in mid-February ..... **Page 36**

F&M Schaefer Brewing Co. will use more radio-tv advertising in 1960 ..... **Page 38**

C. Schmidt & Sons, Philadelphia brewer, will celebrate its 100th anniversary by launching the largest sales, advertising and point of purchase campaign in its history ..... **Page 40**

Kent Lee, vp of D'Arcy Advertising Co., advises agricultural advertisers to use "Sunday punch" advertising to sell the farm market ..... **Page 44**

Marion Harper, president of McCann-Erickson, says that most adults don't know about payola and tv scandals ..... **Page 58**

Advertising Age monitors commercials on the "Jack Paar Show" for the night of Jan. 14 ..... **Page 64**

Bill empowering the Food & Drug Administration to set limit on coal-tar dyes reaches the House ..... **Page 67**

William Hinks and Tom Sutton move into top posts at J. Walter Thompson in London, as Douglas M. Saunders retires as chairman ..... **Page 70**

FIGURES TO FILE

Nielsen Net TV ..... **Page 52**
Leading Advertisers in International Media in 1959 .. **Page 54**
Net TV Gross Time Billings ..... **Page 58**

REGULAR FEATURES

Advertising Market Place 94
Along the Media Path 72
Art Director's Viewpoint 83
Coming Conventions 50
Creative Man's Corner 78
Editorials 12
Getting Personal 16
Information for Advertisers 84
Learning from the Retail Ads 80
Looking at Radio & TV 80
Obituaries 68, 69, 95
On the Merchandising Front 78
Peeled Eye Department 83
Photographic Review 56
Rough Proofs 12
Salesense in Advertising 83
This Week in Washington 42
Tyler Picks Ten 77
Voice of the Advertiser 86
What They're Saying 12

HITCH—HIKE—*Jays potato chips will feature its special offer—a free hitch-hiking bag of its new corn chips with bags of potato chips—in the Feb. 11 Chicago Tribune. Olian & Bronner, Chicago, is the agency.*

Grey Now Wears Third Hat Corp. Line–Cavanagh

NEW YORK, Feb. 2—Hat Corp. of America has switched advertising for Cavanagh hats from Batten, Barton, Durstine & Osborn to Grey Advertising Agency.

Grey has handled the Dobbs and Knox divisions for the past four years; Hat Corp.'s president, Bernard L. Salesky, explained the account concentration this way:

"We have come to believe that we will gain more benefit by keeping all three divisions in one agency—each staffed with separate account executives—than by divided responsibility. Although Hat Corp. is the largest advertiser in its field, the total ad expenditure is still not large, and profitability to an agency handling only the smallest of the accounts must of necessity be limited."

But Mr. Salesky kept one egg out of Grey's basket: Champ hats, a division headquartered in Philadelphia, will continue with Daniel & Charles.

■ The total Hat Corp. advertising budget is thought to be around $100,000 or less.

In the past four years Hat Corp. sales have gone from $8,500,000, with a loss of more than $1,000,000, to more than $25,000,000 for the fiscal year ending Oct. 31, 1959, and earnings of better than $1,000,000.

"In large measure this has been the result of aggressive merchandising, advertising, promotion and emphasis on style, sparked by our two largest divisions, Dobbs and Knox," Mr. Salesky said.

Grey Advertising started with the Dobbs account, and later won the Knox division. #

Shell Is No. 1 User of Int'l Media, Ford Is Second

NEW YORK, Feb. 2—Britain's Shell Petroleum Ltd. emerged in 1959 as the leading advertiser in international media.

Figures released this week by Rome Research show that Shell spent $741,000 in international publications, a sum twice as large as the amount spent by the No. 2 advertiser, Ford Motor Co.

Shell's 1959 campaign was a dominant feature of the international books throughout the year. The company bought spreads, facing b&w pages opposite color pages. The advertising was mainly for Shell petrochemicals.

Bernard Rome, head of Rome Research, measured the advertising done by some 2,800 advertisers in 43 publications. These advertisers spent a total of $26,700,000. The 50 advertisers spending more than $100,000 accounted for $10,000,000 of this total.

Year-to-year comparisons are not available, because the Rome service did not begin until the second half of 1958. However, Mr. Rome said, it is clear that the volume of international advertising is increasing steadily.

■ He noted that not only are advertisers spending more, but that more and more companies are becoming international advertisers. "During 1959 we added about 100 advertisers to our rolls every two months," he said.

Mr. Rome also pointed to an-

(Continued on Page 54)

'Borax' Auto Ads Hurt Car Industry, Ver Standig Warns

WASHINGTON, Feb. 3—M. Belmont Ver Standig, president of the advertising agency here bearing his name, today told the National Automobile Dealers Assn., "I don't think there is any single influence taking the profits out of business today like bad advertising."

Decrying "borax" advertising in any form, Mr. Ver Standig criticized current promotional practices of retailers of new and used automobiles and trucks at the closing session of the five-day 43rd annual convention and exhibition of the NADA.

Mr. Ver Standig offered as "familiar examples of real borax advertising" of automobiles, the following: "Imagine! A brand new '59 De Soto, $2,095 . . ." or "Howdy folks! We have slashed prices on all our brand new cars. Priced below invoice, and nothing down . . ."

He said borax ads kill business by doing terrible damage to the business' "image." He said that when a dealer sells a car to the kind of person who really believes the nothing-down, no-pay-for-six-months, we-need-used-cars, make-your-own-deal borax ads, that dealer is not "selling" a car, but is buying a financing headache instead.

■ "When a customer does walk into a borax advertiser's showroom," Mr. Ver Standig said, "that dealer cannot hope to make a really profitable deal with him, even if the dealer does make the sale. This is so because he is already bargain hardened, conditioned by the borax advertiser's own ads."

On the constructive side, he made a strong plea for a new industrywide program based on sharp revision of automobile dealers' present concept of "volume at any price."

Mr. Ver Standig urged automobile dealers to secure professional assistance in the preparation of top-flight advertising copy to build a new and better image of themselves and their organizations as realistic, honest and sound concerns with which to do business.

"To determine the mental image which your customers, potential customers and former customers have of you," he said, "you must go to those customers to find out. This means systematic use of sound survey methods. They—your customers and potential customers—are the only persons who can tell you what you need to know; your opinion of yourself isn't worth a damn." #

CORPORATE IMAGE—*Raybestos-Manhattan Inc. will run ads like this twice a month in Business Week during 1960 starting March 5 to promote its corporate image. The painting, by Nicholas Solovioff, interprets developments in sintered metal. Gray & Rogers, Philadelphia, handles the corporate ads.*

WARNING TO ALL THOSE LOOKING FOR BARGAINS IN VITAMINS:
Beware of Vitamin Deficiency in the Bottle!
Because of cheapened manufacturing processes, lack of proper controls, faulty storage and other causes, vitamins can lose from 20 to over 90 per cent of their labelled potencies.
VIGRAN
Be Safe, Be Sure with Prescription-Quality VIGRAN!

BEWARE—*Squibb warned consumers to beware of "vitamin deficiency in the bottle" in Vigran ads, which did not mention the Squibb name.*

Nets' Annual Show Juggling in Full Swing

Sponsors Can Find TV Participations on Hour Shows on All Nets

NEW YORK, Feb. 3—The first major nighttime program revision of the 1959-'60 network tv season is upon us.

This year this always-to-be-expected reshuffling of advertisers and players has been highlighted by:

• Warner-Lambert's and Pharmaceuticals' cancelation of two shows each; Revlon's closeout of the "Big Party"; Ford Motor Co.'s shift of "TV's Finest Hour" to a less competitive time period and Westinghouse's cutback of the much ballyhooed "Desilu Playhouse."

■ The current wave of cancelations started relatively slowly, but it now appears to be gaining momentum. To date, NBC has been hardest hit, but the pink slips also are coming in at the other two networks. There is plenty of time to be had on hour participating shows on all the chains.

ABC

First program lopped off the schedule was Dick Clark's "World of Talent." Everybody denied that the payola headlines had anything to do with this, but P. Lorillard chose a film series, "21 Beacon Street," as a replacement.

Slated for axing soon are "Man with a Camera" (General Electric); "Philip Marlow" (Whitehall and Brown & Williamson); "Charley Weaver Show" (Mogen David wine); "Gale Storm Show" (Warner-Lambert) and possibly "Pat Boone" (Chevrolet).

Among the sponsor defections on programs that are continuing are Armour ("Cheyenne"); P. Lorillard ("Bourbon St. Beat"); Nestle and Derby Foods ("Colt .45") and Anahist, which ended a seasonal run on several programs.

■ With the network's program boss, Tom Moore, in Hollywood, replacements for many of the vacant periods have not been decided upon. "Colt .45," now carried every week by Whitehall, may move from Sundays to Tuesdays to replace the departing "Philip Marlowe." If so, "Colt" will most likely be replaced by another western adventure series already on the schedule.

Under consideration to take over the "Man with a Camera" spot on Monday night is a musical telecast

(Continued on Page 45)

Marketing of Vigran as Squibb Brand Another Chip Off Ethic Drug Monolith

Squibb Unit Set to Handle Consumer Line Through Donahue & Coe

NEW YORK, Feb. 2—To be ethical or not to be ethical; that is the question facing many pharmaceutical houses.

E. R. Squibb & Sons, a division of Olin Mathieson Chemical Corp., apparently has decided to play it both ways. The pharmaceuticals producer has set up a new marketing unit, Squibb Laboratories, to promote proprietary products.

The problem of what to do with over-the-counter products has long been with the drug industry. These are the drugs that can be bought without a prescription but are promoted only to the medical profession.

The ethical drug houses have been wary of promoting such products to the consumer, for fear that they would lose face with the physicians.

Squibb, which once had a strong consumer franchise, is now going to run this risk. The Olin Mathieson unit does the bulk of its business in products prescribed by physicians.

■ Squibb's decision to venture into proprietaries follows a six-market test the company conducted last fall for Vigran, a multi-vitamin capsule. In the prescription market, Squibb is the leading seller of vitamins, closely followed by Upjohn Co. However, since vitamins can be bought without a prescription, new brands have flooded the market, many of them priced well under the Squibb and Upjohn lines and several of them advertised heavily to the consumer.

Last summer Squibb picked Donahue & Coe to introduce Vigran in

(Continued on Page 46)

Prescriptions at Alltime High

NEW YORK, Feb. 2—*Drug Topics* reported this week that prescription volume hit an alltime high in 1959.

The publication reported that a total of 711,660,000 prescriptions were filled last year, an increase of 10.4% over 1958.

For the first time, prescription dollar volume went over the $2 billion mark. Sales totaled $2.01 billion compared to $1.82 billion in 1958.

Buy Home First, Celotex Ads Urge

CHICAGO, Feb. 2—A broad national program has been developed by Celotex Corp. to encourage people to invest in home ownership before making other expenditures.

The program includes a public service motion picture for tv use, a heavy national advertising schedule and supporting promotional aids.

The stress on broad, industry objectives, according to Celotex's president, Henry W. Collins, is being used in the promotion "to help counteract the extremely heavy sales pressures expected from other industries during 1960."

American families, Mr. Collins notes, are expected to increase their over-all level of spending by $14 billion this year. "Many economists predict that all of this increase, plus some additional dollars, will be poured into automobiles, furniture, travel and other recreational activities," he says.

"Many current estimates place 1960 housing starts below the 1959 figure," Mr. Collins notes. "It will require a unified effort by all segments of the housing industry to expand the potential market for homes if these estimates are to be proven wrong." #

HASTY HEARTH—*Armour & Co. currently is promoting Hasty Hearth frozen dinners (six varieties) in Madson, Wis., with newspaper ads like this one, and via spot tv. The meal may be cooked in its compartmentalized plastic "Whiskit Pak." N. W. Ayer & Son, Chicago, is the agency.*

Reddi-Wip Corp. Consolidates Its Account at K&E

Account Had Been at North for One Month; K&E Handles Top-Wip

LOS ANGELES, Feb. 2—Restless Reddi-Wip Corp. this week consolidated all of its advertising into one agency when it switched advertising for Reddi-Wip in the U.S. from North Advertising to Kenyon & Eckhardt, Los Angeles. North had been on the account only since Jan. 1.

Michael M. Karlan, advertising manager of Reddi-Wip, told ADVERTISING AGE that the switch was made because the company wanted to consolidate all of its advertising in one agency, and the company wanted to integrate all advertising for both of the company's products—Reddi-Wip and Top-Wip—both pressurized whipped cream products. He said Reddi-Wip wanted an agency with full West Coast facilities.

He added that the account would be difficult for North to handle since the agency does not have full creative and production facilities on the West Coast. He declined to comment on why North was hired last September to start work Jan. 1 when the company knew that North had very limited West Coast facilities.

■ "The choice of North as our Reddi-Wip agency was not mine," Mr. Karlan said, and he pointed out that he took over the top advertising job at the company Jan. 1. He has been assistant ad director for several years.

Mr. Karlan became the fourth ad director at Reddi-Wip in the past 12 or 13 months. He suc-

ceeded Cory D. Clark Jr., who joined the company last October and was in the job only two months. Mr. Clark succeeded Douglas Stewart, who in turn succeeded Howard Claypole.

During 1959, Reddi-Wip invested in excess of $750,000 in advertising for both Reddi-Wip and Top-Wip in the U.S. and Canada, AA learned, with two-thirds of the money going for Reddi-Wip promotion. Kenyon & Eckhardt now handles all advertising for the company.

■ The company has experienced numerous agency changes over the past four years, since Ruthrauff & Ryan lost out to D'Arcy Advertising Co. in 1956 after eight years on the account (AA, Oct. 22, '56). The next year, D'Arcy picked up Reddi-Wip in Canada from Spitzer & Mills, Toronto.

When the company brought out Top-Wip in 1958, the product was assigned to Campbell-Mithun (AA, Jan. 13, '58). Seven months later, the Top-Wip business went over to D'Arcy (AA, Aug. 25, '58).

K&E got its foot in the door last summer when it took the Top-Wip account from D'Arcy (AA, May 25, '59). Last fall, D'Arcy resigned Reddi-Wip in the U.S. because of a "policy conflict," and the piece of business went to North Advertising, effective Jan. 1, 1960. D'Arcy lost its last bit of Reddi-Wip business last week (Reddi-Wip in Canada) when the business was assigned to K&E (AA, Feb. 1).

■ North Advertising declined to comment on the loss of the account other than to say that it was "surprised" when notified of the change. North will continue billing until May 1. #

Helen Lydon Joins Shaw Advertising as Radio-TV Head

John W. Shaw Advertising, Chicago, has appointed Helen H. Lydon radio and tv department manager.

Helen H. Lydon

For the past seven years Miss Lydon has been a broadcast supervisor and assistant director in radio and tv at Clinton E. Frank Inc. Prior to her association with the Frank agency she was assistant media director of the predecessor Price, Robinson & Frank Advertising Agency.

Meet the new exclusive BOLS "Host Size Bottle"

NEW BOTTLES—*Erben Lucas Bols Distilling Co., Louisville, will feature new 8 oz. Bols host-size bottles in full-color pages in February and March issues of Gourmet, House Beautiful, Sports Illustrated and Vogue. Regular fifth bottles are shown for size comparison. Albert Woodley Co., New York, is the agency.*

Blue Bird to Bridges-Sharp

Blue Bird Baking Co., Dayton, has named Bridges-Sharp & Associates, Dayton, as its agency.

Noxzema, Client 35 Years, Elects Sullivan Chairman

Fluke Brought Account to Adman; He Remains Chairman of SSC&B

NEW YORK, Feb. 3—Press release:

"At a recent meeting of the board of directors of Noxzema Chemical Co., Baltimore, Raymond F. Sullivan was elected chairman of the board, succeeding Dr. George A. Bunting, founder of the company, who passed away late last year."

In its Aug. 11, '52, issue, ADVERTISING AGE reported:

"Back in the fall of 1924, a young and somewhat bashful junior account executive of Ruthrauff & Ryan went to Baltimore to solicit the Noxzema account. The young man was pinch hitting for the agency's new business executive, who had been unable to make the trip because of illness.

Raymond Sullivan

"In those days Noxzema's advertising budget was only $25,000. . . Despite his own timidity and lack of experience, Raymond F. Sullivan got the business he went after.

"It turned out to be pretty lucrative business, too. . . Mr. Sullivan, now president of Sullivan, Stauffer, Colwell & Bayles, has been associated with Noxzema since that first trip to Baltimore in 1924.

"As a result of that virtually chance visit to Baltimore, Mr. Sullivan became a close friend of Dr. George A. Bunting, originator of the Noxzema formula and founder of the Noxzema Chemical Co.; he became a stockholder and a director, and he has helped to make advertising history."

■ Today's news release continued: *"During 1959, Noxzema's sales volume set a new record. The year also emphasized the company's policy of investment spending for research, product development, clinical testing, consumer studies, the introduction of several new products and the opening of additional foreign markets in Europe, South America and South Africa. Currently, the advertising of various Noxzema products is handled by two agencies—SSC&B and Doherty, Clifford, Steers & Shenfield."*

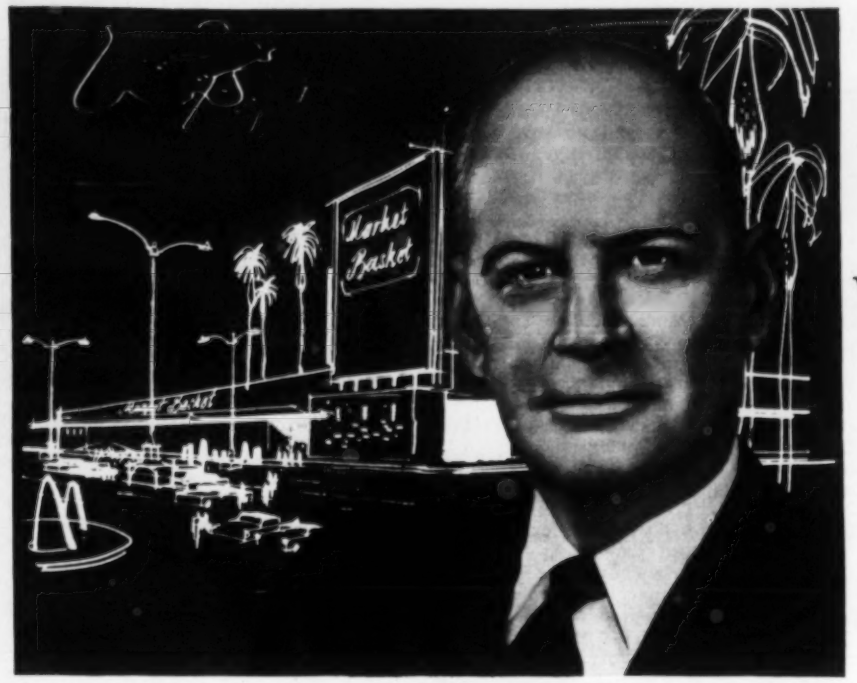
■ What the release did not say was that Mr. Sullivan also will continue as board chairman and chief executive officer of SSC&B.

And what it did not add was that the erstwhile $25,000 account was worth an estimated $6,000,000 in billings last year to the two agencies. #

Charles McCann Named VP

MacFarland, Aveyard & Co., Chicago, has named Charles B. McCann vp. Mr. McCann joined the agency six months ago as research and marketing director. He was formerly associate director of the Institute for Advertising Research.

LIFE
LIFE
LIFE



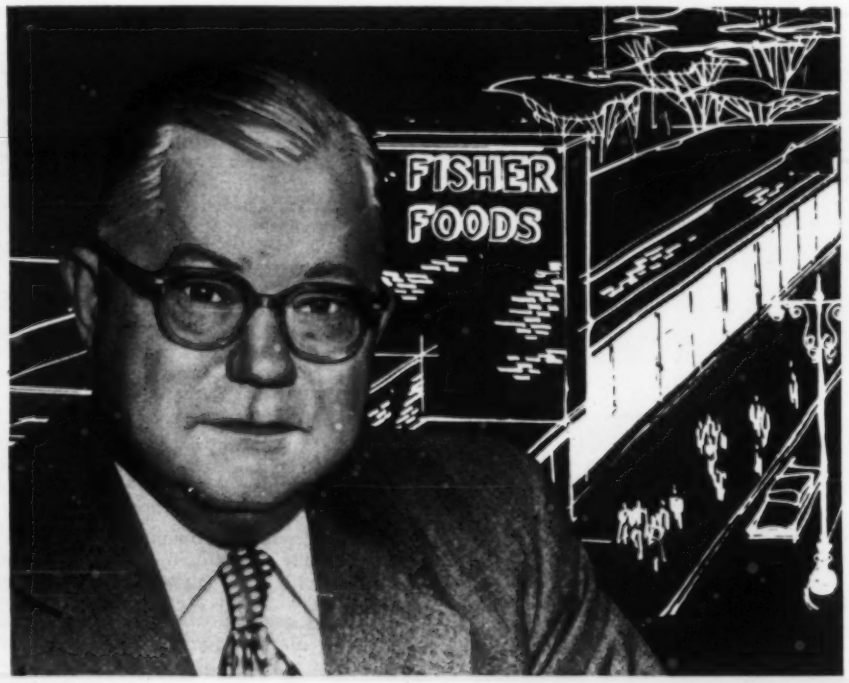
What happens to sales when the only 13,000,000 circulation magazine puts on the pressure?

"When we learn that a supplier has added THIS WEEK to his advertising schedule, we take steps to accommodate the increased demand that invariably follows. THIS WEEK Magazine, more effectively than perhaps any other single medium, gives impetus to profitable turnover of regularly advertised goods."

Neal D. Ramsey

N. D. RAMSEY, *President,* Market Basket, Los Angeles, Calif.
41 stores. $92,537,606 annual volume.

Let these top food retailers tell you in their own words



"We at Fisher Brothers long ago learned the effectiveness of THIS WEEK Magazine in pre-selling our customers. Its sales power is unparalleled throughout the entire area served by our eighty-six stores. This isn't surprising when you realize that THIS WEEK is sponsored locally by the most influential newspaper in our area."

T. J. Conway

T. J. CONWAY, *President,* The Fisher Bros. Co., Cleveland, Ohio.
86 stores. $102,178,195 annual volume.

"THIS WEEK Magazine really 'makes things happen' in our chain. Our managers know that the products they see advertised in THIS WEEK on Sunday will start moving out fast on Monday. This happens week after week, so we know the tremendous moving force that is at work for us in THIS WEEK Magazine."

H. Winer

H. WINER, *President,* Elm Farm Foods Co., Boston, Mass.
40 stores. $60,000,000 annual volume.

To move goods fastest...
Buy The Big One!

CIRCULATION MORE THAN

13,000,000

Hearings May Have Altered FCC Thinking: Doerfer

ABC Acts to Balance Other Nets' Programming, Goldenson Tells FCC

WASHINGTON, Feb. 3—Members of the Federal Communications Commission began sifting through a mountain of conflicting testimony in an effort to agree on new regulatory procedures to guard against abuses in radio-tv programming as the commission's marathon hearing on its powers in this area ended. Chairman John Doerfer expressed hope the commission will have something to report by mid-March. The chairman expressed a belief that the testimony obtained from more than 50 witnesses during the past two months has been helpful to the commission.

"I think you are going to find that some minds have been changed," he said. "Don't judge the commissioners by the kind of questions they have been asking."

■ The commission finally ran out of witnesses Monday, after officials of American Broadcasting Co. cautioned against "unwise and precipitous action" which would place tv "in a straitjacket."

Like other industry leaders who testified last week, AB-PT's chairman, Leonard Goldenson, said, "Totalitarianism and subjugation of man have always been associated with interference with the flow of communications." ABC witnesses did not challenge FCC's power to look into programming performance of stations, but they expressed alarm at any new regulations which might "cripple or retard its growth and its ability to experiment."

■ The commission received a prepared text from Jack Harris, chairman of the NBC television affiliates. It said the extent of payola and other deceptive programming actually is slight, but that anti-payola rules would be acceptable. It added that FTC is capable of handling deceptive advertising and that the industry will accept responsibility for working toward improvement in the level of programming.

ABC used the FCC hearing as a forum to defend its policy of "counter-programming." If there has been too much "action on the ABC schedule," Mr. Goldenson told FCC counsel Ashbrook Bryant, it was because action programs were developed as a counterpart to variety and drama shows on other networks.

Now, he said, ABC is developing family situations programs, public service, comedy and other programs, because other networks copied ABC and there is an "overbalance" of action shows.

■ ABC's relationships with advertisers and film producers came in for discussion. The network's president, Oliver Treyz, emphasized that the network retains creative control.

"Advertisers participate only from the standpoint of business and advertising policy," he said, "because the shows are licensed to the network, not the advertiser.

"The advertiser has a chance to submit his comments, but he deals with the network, not the producer. The network has the final say."

Under Mr. Bryant's questioning, Mr. Goldenson conceded that creative control of the filmed shows rests with the Hollywood studios. The AB-PT president stressed that ABC creative people set the tone and concept in the pilot, so the studio knows the "pasture in which it may roam." The network and advertiser get scripts before programs are produced, he said.

Mr. Treyz testified that advertising agencies do not ordinarily have representatives on the Hollywood lots where ABC programs are filmed. "Their participation is through ABC, as distinguished from where it would be if the advertiser bought the show direct," he said.

During the final session of the hearing, questioning again centered on FCC's review of station programming. Commissioner Frederick Ford expressed a belief that FCC ought to get a narrative report from licensees, specifying the steps they have taken to determine the needs of their communities.

He said existing rules, which require a statistical breakdown by type of programming, are not providing useful information.

Mr. Goldenson concurred that statistical breakdowns are not practical. "Programming is a moving target," Mr. Goldenson said. "The commission should get qualified licensees and not put rigid requirements on them."

■ Rigorous steps toward self-regulation being taken by CBS were outlined last week by Frank Stanton, CBS president (AA, Feb. 1). Notable among these was a set of strictures leaving the advertiser very little say in programming created by the network.

Mr. Stanton said there are three major areas in which tv can be improved: (1) the balance between entertainment and culture; (2) commercials and (3) advertiser participation in programming.

■ In the first area, he said, CBS is cooperating with the other networks, to get more informational programming into choice and noncompetitive time.

In the second area, he said, CBS is adopting a new policy similar to a policy adopted by NBC earlier, in which network officials will witness demonstrations used in commercials, or, where not practicable, a "full, certified description of the circumstances and procedures of the demonstration" will be required.

In the third area, after pointing out that the network has no way of preventing advertisers' participating in programs packaged by independent producers, he outlined the following plan for network-produced shows:

• For news, documentary reports and public affairs programs, the advertiser will not participate in the creative programming at all.

• In entertainment programs generally, he said, there is almost no problem of importance in most cases. If the creative people complain of any interference, even from the advertiser, they get the network's full support.

• In the category of serious drama, the advertiser's role is circumscribed as follows:

1. He can help in the creative process to the extent he offers constructive suggestions, but the network's program department alone will decide on whether to accept them or not.

2. The advertiser may object to a program or element if he thinks it will hurt his product or goodwill.

3. If the advertiser so objects and the network agrees the objection is well founded, the element may be changed, if the network decides it can do so without damaging the show, or, if that's not possible, the show will be broadcast without change and without obligation to the advertiser for the program.

4. If it is felt the advertiser's objection is not well founded, the network will not make any changes and will proceed with the broadcast, holding the advertiser to his contract commitment. #

He may be looking for your product...

IEN is read for only one reason—product information.

Every month—
- 77,017 men
- in more than 40,000 plants
- in all of the 452 manufacturing industries

read IEN from cover to cover searching for products to solve their problems.

What better place could there be for your product advertising . . . and what better timing? Your ads in IEN are right at the "point of purchase" . . . not just with the industries you normally sell but throughout *all* industry . . . where *new* markets are developing almost daily.

And the cost is surprisingly low. . . under $200. For despite a recent circulation increase, IEN has not raised its rates. Write for our nine-section Media Data File. It's yours for the asking.

good for selling . . . because it's used for buying

Industrial Equipment News

461 Eighth Avenue, New York, N. Y.

Thomas Publishing Company

You can stop holding your breath

Now there are APX figures on all three magazines in the Post's field! A lot of water has gone over the bar (shall I mix it, sir?) since the advertising world first heard the words "Ad Page Exposure" in the spring of 1958.

The A.W.'s first reaction to APX was "Whatizzit?" We explained. Unlike all earlier magazine measures which dealt with the issue, APX focused the spotlight on your advertising page. Not how many copies of our magazine are sold . . . not how many people look into one of our issues . . . but how many exposures your ad page gets!

A distinguished committee pinned the first Annual Media/Scope award on the Post APX study. It was welcomed as a major breakthrough. But . . .

THE BIG BUT

"But how does the Post compare with the other magazines in its field on Ad Page Exposure?" some people asked. Alas, we only had figures on the Post. (If you've paid for a 32,000-interview project of pioneering research lately, you can understand why.)

Now—after months of pavement pounding by Politz and incipient ulcers for our treasurer—we have the answer.

THE BIG REACH

With one insertion in Life, Look and the Post, you get more than 91 million exposures to your ad page . . . at less than $1.00 per thousand!

Those figures, like ABC circulation, are proved. And they're yours before the show, not after. They make market planning easier and a good deal sounder.

Now here's the breakdown on Life, Look and the Post—or maybe we'd better put that in the proper order—Post, Look, Life.

REACH: (TOTAL READER EXPOSURES FOR THE AVERAGE AD PAGE)

POST 30,861,000
LOOK 30,702,000
LIFE 30,110,000

Now what about exposures of your ad page to the individual reader? What opportunity does your message have to penetrate?

FREQUENCY:

A POST AD PAGE GETS 17% MORE EXPOSURE TO THE AVERAGE READER THAN A LOOK AD PAGE . . . 37% MORE THAN A LIFE AD PAGE. THE POST IS THE HI-FREQUENCY MAGAZINE!

You want to know about the quality of the exposures you get, too. Are you getting readers with the need and the money to buy?

RESPONSE:

PROOF OF RESPONSE TO THE EDITORIAL AND ADVERTISING APPEAL OF A MAGAZINE IS SHOWN BY REPEAT EXPOSURE. YOUR POST AD PAGE GETS 4 MILLION MORE REPEAT EXPOSURES AMONG LARGER FAMILIES (3,4,5 or MORE PERSONS) THAN A LIFE OR LOOK AD PAGE . . . 2 MILLION MORE REPEAT EXPOSURES IN $4,000-AND-OVER HOUSEHOLDS! AND $4,000 IS WHERE BUYING POWER BEGINS.

Well, you can stop holding your breath. And we can start using ours for a few exultant roars. To wit, and just as you suspected all along . .

THE POST IS YOUR NUMBER-ONE BUY FOR

REACH, FREQUENCY, RESPONSE

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Cigaret Makers Drop Nicotine, Tar Ad Claims

(Continued from Page 1)

ments had been negotiated with individual companies. It reported the discussions had been initiated by the FTC's bureau of consultation, with a letter to industry members in mid-December.

■ The commission said neither its letter nor the position the commission had taken could be made public without "defeating the purpose of consultation," which is to bring about correction without publicity or embarrassment.

A spokesman said agreements were obtained from every industry member but one. The abstention was not regarded as critical, because the hold-out has not been using tar and nicotine claims.

The commission reportedly took the position that current advertising violates the provision of FTC's tobacco advertising guides which holds that tar and nicotine claims should not be used unless they can be proven, and unless the differences are significant.

■ New relationships between FTC and the tobacco industry go back to the adoption of "advertising guides" in September, 1955. The "guides," which have been enforced through consultation, were effective in implementing the cease and desist orders requiring tobacco advertisers to steer clear of "medical" claims.

They were less successful, however, in discouraging the use of tar and nicotine claims, although they specifically declare such claims must not be used "when it has not been established by competent scientific proof, applicable at the time of dissemination, that the claim is true, and, if true, that such difference or differences are significant."

By late 1957, a House investigating committee under Rep. John Blatnik (D., Minn.) heard testimony that the "tar derby" was in full swing again. John Gwynne, then FTC chairman, said FTC was powerless to stop it because there was no standard test to establish whether one brand has significantly less tar or nicotine than another.

■ Meanwhile FTC called the industry to a conference in early 1958 in an effort to agree on a standard testing procedure. Ultimately a plan was developed. FTC had special test cigarets prepared in unmarked cartons. But when results came back from several laboratories which used the test procedure, results were so inconsistent the commission concluded that no reliable, consistent method on testing tar and nicotine in smoke exists at this time.

■ This action came during a week that was headlined with extra-special good business news for two major cigaret makers. American Tobacco Co. reported record sales of $1,161,376,858 for 1959; this was a gain of $56,200,524 over the previous year.

Philip Morris Inc., whose merger with ASR Products Corp. has been approved by the directors of both companies, racked up record sales and earnings last year. Sales rose 4.5% to hit $460,495,000; earnings were up to $5.01 a share, against $4.90 in 1958.

The new, less competitive look in cigaret advertising is already in effect in some quarters; other brands, which in the past have hammered away at the low tars and nicotine claims, were in the process of revising copy at press time.

Among the companies least affected by the industry-wide agreement were American Tobacco and R. J. Reynolds Tobacco Co., both of whom in recent months have tended to accentuate the joys rather than the hazards of smoking.

■ American Tobacco said it wrote to the FTC and pointed out that it "does not refer in its advertising to tars or nicotine" and that "it has no intention of doing so." American added that, in view of this, the whole thing was "irrelevant" as far as the company was concerned.

William Esty Co., which handles advertising for all Reynolds brands, pointed out that this action "didn't affect us at all" since no tars and nicotine claims were being used for the Reynolds brands. Instead the emphasis is on such positive selling themes as good taste (Winston) and enjoyment (Camel), it was noted.

P. Lorillard Co., whose Kent brand leaped ahead in the market on low-tar low-nicotine claims, has already made copy changes. Kent has switched to "the cigaret that satisfies your appetite for a real good smoke" and changes are also being made in the advertising for Spring, another brand that used the low-tar theme.

No changes are expected in Newport advertising ("refreshes while you smoke"), but Lorillard may make some alterations in the copy for Old Gold. #

Mathes Names Machi Research Head as Tinklepaugh Retires

NEW YORK, Feb. 4—Dr. O. L. Tinklepaugh, one of the veterans in the agency research field, has retired from J. M. Mathes Inc. Dr. Vincent Machi, who moved to Mathes last year from Lennen & Newell, has succeeded him as director of research.

Doc. T, as he was known at Mathes, spent 28 years in the advertising research field. He was one of the first to move from the academic world to Madison Ave. He used depth interviewing techniques before they were popularized by Dr. Ernest Dichter. And he participated in the early development of copy testing techniques.

Dr. Tinklepaugh has been head of research at Mathes since 1938. For 11 of his years at the agency he was supervisor on the Union Carbide account, and he was closely associated with the development of Carbide's long-running "big hand" institutional campaign.

Although he was an elder statesman of the field, Dr. Tinklepaugh never took much part in research squabbles. This week he said: "I was critical of the overemphasis that sometimes was applied to new research fads."

■ Prior to joining Mathes, he was with Lennen & Mitchell and Vick Chemical. Previously, he spent 10 years as a teacher and researcher at the Yale institute for human relations and at the University of California, where he took his Ph.D.

He began his working career with newspapers in Michigan and upper New York state. During World War I he was with the Federal Bureau of Investigation.

Dr. Tinklepaugh, who was 65 in August, now plans to take a two-month vacation; after that he expects to keep his hand in the field with some consultation work.

■ Dr. Machi took his Ph.D. in experimental psychology at Columbia University, where he also taught general psychology and statistics. He was with Alfred Politz Research for three years before joining Lennen & Newell. #

Advertising Vs. Badvertising ...a few quiet reflections

REFLECTIONS —*The Wall Street Journal ran this page ad in defense of advertising Friday (Feb. 5) in the New York Herald Tribune, World Telegram & Sun, Chicago Tribune and Washington Post, as well as all four editions of the Wall Street Journal. The newspaper also offers the ad message to other media wishing to reproduce it in full. Martin K. Speckter Associates is the agency.*

Buyers Too Wise to Fall for False Ads, Burnett Says

(Continued from Page 2)

in magazines, newspapers, in outdoor posters and what he sees and hears over the air and gets through the mail.

"The American purchaser is also a human being, and he appreciates being talked to like one. He hates stuffiness and dullness in advertising fully as much as he does in people."

■ Mr. Burnett went on to say that, regardless of the moral issue, dishonesty in advertising has proved very unprofitable.

"As in every business or profession we in advertising have our twisty operators," he said. "There is not one of us in our right mind who doesn't want these scalawags kicked out of the lodge forthwith. They don't make me stop being proud of advertising."

He spoke of advertising as a self-purifying stream, recalling an address by Jim Young back in 1949, in which the industry was spoken of as committing all its sins in public, and being subject to a public opinion poll in which the nickels and dollars spent by the public registered the vote.

Mr. Burnett said he was concerned about efforts by conscientious and dedicated, but overzealous, self-appointed people to apply bureaucratic regulations to various phases of marketing and advertising to protect the American purchaser from himself.

■ "Advertising today is going through another phase," he said. "Again it is being isolated from the entire complex fabric of doing business, and by implication, at least, the experienced, socially-conscious advertiser is being tarred with the same brush as is the gyp artist and one-shot promoter. This is an implication I hope and believe the Federal Trade Commission would like to avoid.

"I am disturbed by some of our behavior to date, as old codes are being dusted off and new ones are being written. In some respects I believe our industry is acting much like a kid who figures he can't win anyway, so won't deny anything. What I hope is that American advertising shall not allow itself to be scared or regulated into desiccated dullness, and may continue to exercise its natural, normal American zest."

He said he did not believe Mr. Kintner was out to destroy creativity in advertising or to quiet the exuberance of honest advertisers.

■ The creative part selection of media plays in putting over an advertising message was talked of by Sam M. Ballard, now an agency president who began as a copywriter.

Mr. Ballard is head of Geyer, Morey, Madden & Ballard, which counts among its clients the zooming American Motors Corp. He decried the dreary terms of "space buyer" and "space peddler" as used in the advertising profession.

Mr. Ballard stressed that the most inspired media plans cannot offset insipid copy and sloppy production, but that uncreative media selection can pull the props from under the most brilliantly conceived and meticulously prepared advertising program.

■ John P. Cunningham, himself a copywriter as well as chairman of the board of Cunningham & Walsh, spoke strongly for the art department in advertising, terming himself only half a man without a visually-minded graphic companion to work with.

He advised trying to make a picture so good it would render the first two paragraphs of the copy unnecessary—even a picture that would make any copy unnecessary.

Robert W. Sarnoff, chairman of NBC, went on record against the most revolutionary form of the magazine concept for tv.

Mr. Sarnoff said he was opposed to the acceptance of a magazine concept plan for tv that would bar advertisers from selecting programs of their choice and from playing a role in the program process.

Mr. Sarnoff endorsed the milder form of the magazine concept—that is the sale of participations within a show to several advertisers—as it has operated for years at NBC on such programs as "Today" and the Jack Paar show. #

Pepsi Outlines $16,000,000 Ad Program for 1960

Soft Drink Giant to Market New Patio Flavored Drink Line

NEW YORK, Feb. 3—It was a big week in New York for the Pepsi-Cola Co.

• The company dedicated its new $7,799,000 world headquarters building at 500 Park Ave.—a gleaming glass and aluminum structure supposed to reflect "the widespread Pepsi-Cola advances."

• The company held its first national bottlers convention since 1954—and some 2,000 bottler personnel swarmed all over the Waldorf-Astoria.

• The company announced the biggest advertising budget in its history for 1960—$16,000,000, a sum to be matched by the bottlers.

• The company announced the introduction of a new line of flavored drinks, to be marketed under the Patio name.

• The company announced that 1959 sales and profits were both at record levels.

■ A Pepsi bottlers meeting is something akin to a college football rally—a continuous stream of pep talks exhorting the team to get out there and murder the opposition.

The company mounted for the bottlers a very elaborate exhibit in the hotel, depicting every phase of the soft drink business, showing exactly how much Pepsi was behind Coca-Cola in different areas and how the company intended to close the gap further.

■ One of the features of the exhibit was Pepsi's new FMA (Franchise Marketing Audit) plan. Every bottler received in his registration kit a prepunched IBM card. He presented the card at a booth housing two IBM brains. When the card was fed into the machine, out came a slip of paper showing the bottler pertinent market facts about his area—how he did last year, population changes, increases or decreases in per capita soft drink consumption.

The $16,000,000 Pepsi plans to spend this year represents an increase of $2,000,000 over the amount spent by the parent company in 1959.

From a media standpoint, one of the big changes is a blockbuster $1,500,000 spot campaign on all four radio networks. Pepsi's print expenditures—in magazines and newspapers—will again exceed the $5,000,000 mark. Once again, the company does not plan to use network television, although it will have a spot tv program.

■ Pepsi this week was also urging its bottlers to make heavy use of illuminated signs which are being supplied by Tel-A-Sign Inc., Chicago.

The new Patio line will give bottlers a full range of flavors—orange, grape, root beer, ginger ale and club soda. They will be introduced market by market.

The Patio brand takes its place alongside Teem, a lemon-lime drink introduced by Pepsi last year, available now in 40 markets.

William C. Durkee, vp in charge of marketing, explained that the addition of Patio gives Pepsi full coverage of the soft drink business.

Kenyon & Eckhardt handles all Pepsi-Cola advertising. #

Judo

In The New York Times Magazine, you learn why a 12-year-old takes up judo: "... because there's this bully in P.S. 3 who keeps pushing me around."

Tipping

In The New York Times Magazine, you learn what goes on behind the door marked "Women": "Don't you have little men run after you with towels in the men's room? Everywhere I go, there's this little old lady holding out a towel."

Women

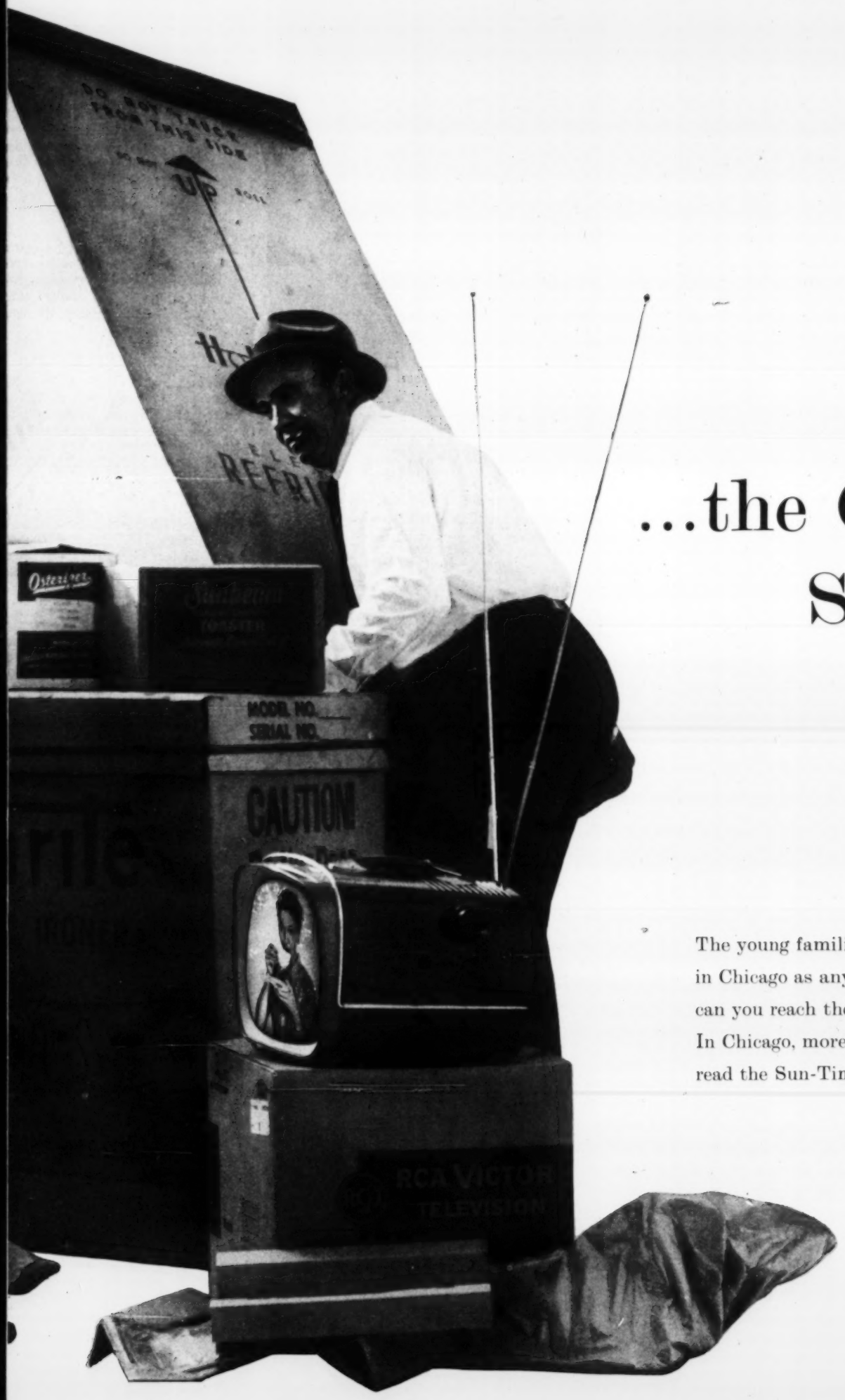
In The New York Times Magazine, you see how women get ideas: "Long before the snows have gone, women begin losing their heads over spring hats. This season the hats . . . are tall, bold and brow-baring in unabashed shapes."

The New York Times Magazine

In The New York Times Magazine, you get results. That's because women, men, 1,300,000 families enjoy the stories, *shop the ads* every week. And because it is distributed exclusively every Sunday all across the country with America's biggest Sunday newspaper salesman, The New York Times.

Young Chicago

loves to buy...



...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else
can you reach them more effectively.
In Chicago, more young families
read the Sun-Times than any other newspaper.

The Editorial Viewpoint . . .

Those Segments Are Important

Early this year James J. Boynton, vp and ad director of Fawcett Publications, told a sales meeting of his organization that "the era of the specialized market is dawning," and that many advertisers are finding it profitable to "pick segments of the market and develop them deeply and intensively."

Much the same note was sounded at the midwest meeting of Magazine Publishers Assn. a couple of weeks later by Peter G. Peterson, executive vice-president of Bell & Howell, and by Harold C. Lembke of Hammond Organ Co., when these speakers wondered out loud about the wisdom of piling up more and more circulation in the magazine field.

Our feeling is, as we have said before, that while mass continues to be extremely important, the U. S. market is becoming so large that "splinter groups" with special interests or tastes or desires which run counter to mass tastes or desires are becoming so big that they can represent sizable markets in themselves.

If "everyone" likes a light, mild beer, for example, there may still be a minority of 1% who like heavier, darker brews. If the mass market for bread wants white bread so baked that it is practically crustless and will stay soft for a week, there may still be 2% of the people who want rye bread, or white bread with body.

The point is that 2% of the current U. S. population consists of a market of about 3,500,000, and even 1% adds up to 1,750,000. Even eliminating these segments which aren't eating bread or drinking beer, these little "splinter groups" still represent some pretty sizable markets these days—markets that will represent greater and greater possibilities as the population continues to grow.

We hope there will be more and more marketers catering to the needs of minorities. This is one excellent method of insuring that the country doesn't degenerate into a kind of faceless mass of people all conforming to the momentary desires of the great majority.

We Need More Advertising People

There seems little doubt that the advertising business will need a very considerable infusion of new blood during the decade we have just entered. All predictions point to a doubling of advertising volume during the next ten years, and even though this does not necessarily mean a doubling of advertising employment, it is bound to mean a very sizable increase in such employment.

Advertising agencies, for example, expect to double their total employment within the decade, and many of them are beginning to wonder where they will get competent people. The supply seems scarce, and getting scarcer rather than better.

We'd like to suggest, quite seriously, that much of this problem is of advertising's own making, and is capable of being solved fairly easily. In the agency business in particular, and in the advertising centers in special particular, there is still far too much of the atmosphere of the old school tie connected with advertising agency employment.

There is a great deal of public conversation about attracting more bright young men and women to the business, and about improving the college curricula in advertising; and this is good, of course. But there is also still too much inclination to hire only the "right" kind of people—a definition which frequently has all too little to do with ability.

Admittedly, the social club atmosphere has been importantly relaxed in recent years, largely as a result, one suspects, of the intrusion of radio and television. But there is room for considerably more improvement in the advertising agency opportunity picture.

Everyone's Misled by Lead

English is a wonderful language. It has a richer and more expressive vocabulary than any other language, and in addition some of the most annoying oddities that the mind of man has ever dreamed up up (or should we say dreamt?).

Today's short-short sermon deals with the use and misuse of *lead* (the verb, pronounced *leed;* not the noun, pronounced *led*). The past tense of the verb *lead* is *led* . . . just like that, and both are pronounced the way they are spelled. But people are so accustomed to being confused about *read* (present tense) and *read* (past tense, pronounced *red*), that they are constantly and remarkably being misled into writing the past tense of *lead* and *mislead* with an extra and completely extraneous "a" in them.

This is, we suspect, the single most common error in the written American language. It seems a pity, too, because *led* and *misled* are such clean, sweet, pure words.

We would like to have this error corrected. And while we are at it, we would like very much to do something about the past tense of *read*, pronounced *red*. If spelling it *red* confuses us because of the name of a color, how about spelling it *redd*?

Gladys the beautiful receptionist

"Creative? Why he's only been here three months and already he's earned four FTC citations!"

What They're Saying . . .

Ford's Falcon—Early or Late?

Knowing only the successful venture of the foreign economy cars into the U. S. market, a great many people believe that the Ford Co. was unduly slow to detect and act on the evidence of consumer interest in economy cars. However, as one who sat in on the decision process, I can say with some feeling that the Ford Co. took a calculated risk in coming out with the Falcon when it did. It is not enough to know that people are interested in an economy car, but you must know that enough people are willing to put their hard earned cash on the line, year after year, to give the volume of sales needed to keep costs of production down to a level where a profit can be made at the lower price necessary to get the volume of business in the first place.

In my opinion, the decision to produce the Falcon was made early rather than late. We were attracted into the market by the pull of good profits and the push of lost profits if the market was actually there and if our competitors moved before we did. We were repelled by the loss of profits if the market was not there. It was a calculated risk that could not have been undertaken at so early a time had there not been adequate capital in the company and a real desire to earn a return on investment.

—From a speech by George H. Brown, marketing research manager, Ford division, Ford Motor Co. to the American Marketing Assn., Chicago chapter.

Diogenes' Search Ends Right Here

I'm especially pleased to be asked to this important meeting of sales managers to answer "what's ahead for business?" Like Mark Twain, I am glad to be able to give you a prompt and accurate reply: "I don't know."

—Pete Schruth, ad director, Saturday Evening Post, at New England Conference of Sales Managers.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The Cuban Tourist Commission is continuing its U.S. advertising with great determination, hoping that it will be read at least by Havana's fellow-players in the International baseball league.

•

Spring can't be very far away when the sports writers begin to talk about preparations now being made for the spring training of the major league teams in Florida and Arizona.

•

Bowling is booming, the papers say, and among the boomers are the baseball heroes who are investing in lanes where they can charge for strikes instead of just taking them.

•

Maybe Preparation H, which caused so much commotion on tv, would have attracted less attention if it had been possible to use the electronic medium for the 42-line ads run without comment in print media.

•

In a burst of magnanimity, General Motors has conceded, "All makes of cars are improved this year," suggesting only "special consideration" for the GM line.

•

If NBC carries out its announced intention to take the Friday night fights off its network, maybe it could be persuaded to let Gillette continue to show its commercials, which are frequently the most entertaining part of the show.

•

Plymouth has identified the numerous and varied noises which emanate from an automobile body as grunts, squeaks, squeals, groans, whines, buzzes, raps, rattles, beats, twangs, clinks, hisses, howls, rumbles, roars, ruffs, shudders, whistles and growls, and you couldn't find any more in an unabridged dictionary.

•

Now that there are two cars in almost every garage, the Douglas Fir Plywood Assn. suggests two houses for every family, including a vacation cabin, for which its members will be happy to supply the materials.

•

Armstrong Cork is celebrating its 100th birthday this year, and in spite of its interest in a lot of other products, it still is making some things out of you know what.

•

A gossip columnist reported that a cosmetics manufacturer was on the way to Hollywood, ready to pay $1,000,000 for movie star endorsements.

Maybe he meant that he was ready to spend a million for advertising that would promote the pictures they are appearing in.

•

That wonderful invention, the $100-a-plate political dinner, has provided the least painful method yet discovered for making a party contribution during a Presidential election year.

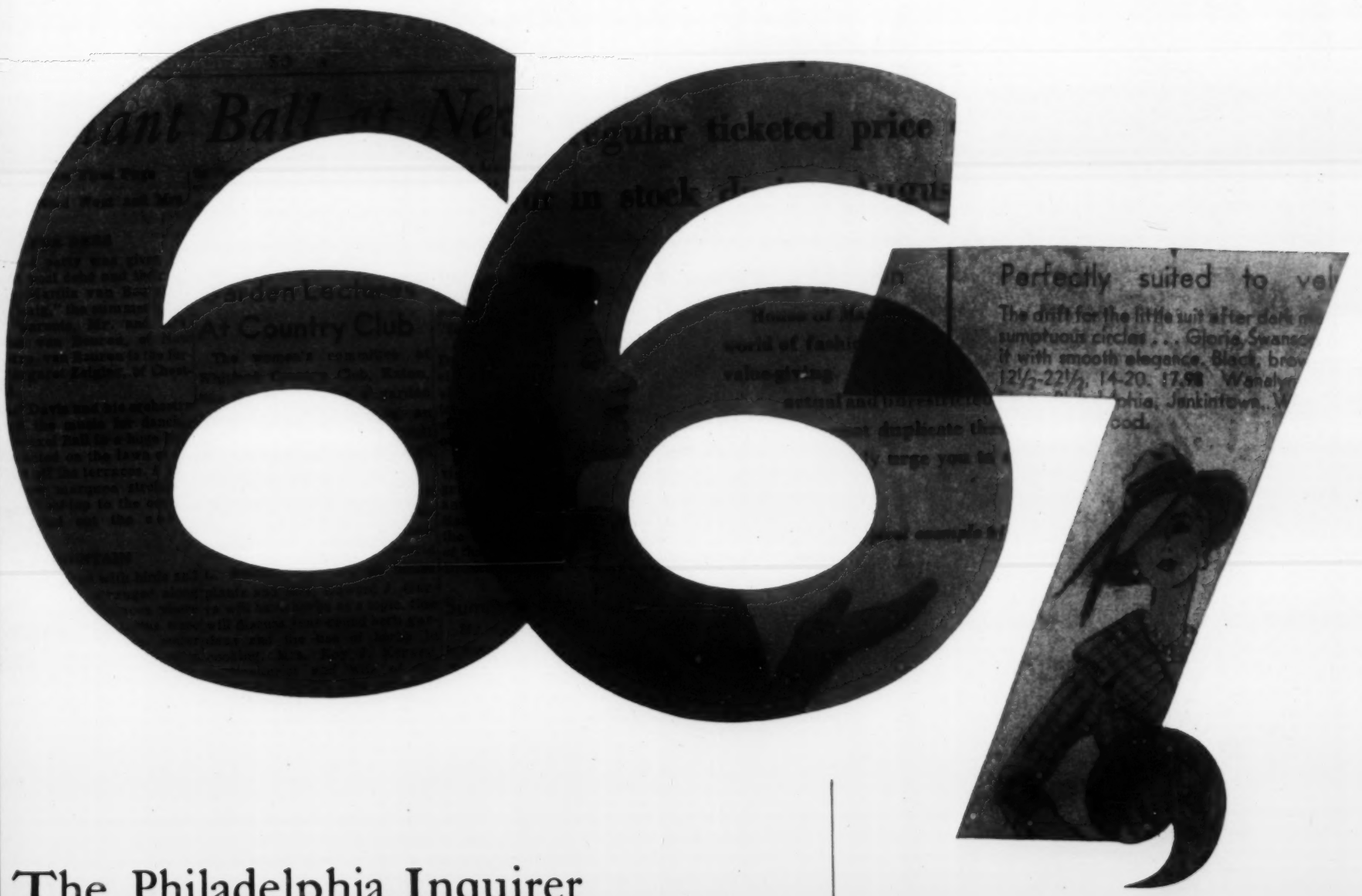
COPY CUB.

The Philadelphia Inquirer talks to 667,000 adult female readers

...and sells more where they're buying more!

The Philadelphia Daily Inquirer carries your advertising to 667,000 women throughout Delaware Valley, U.S.A.* And in the suburbs, where 61% of the food and 58% of the retail sales are made, *The Inquirer sells to 27% more women than the major evening newspaper.* So, if you want to *sell* more where they're *buying* more—put your advertising in The Inquirer!

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

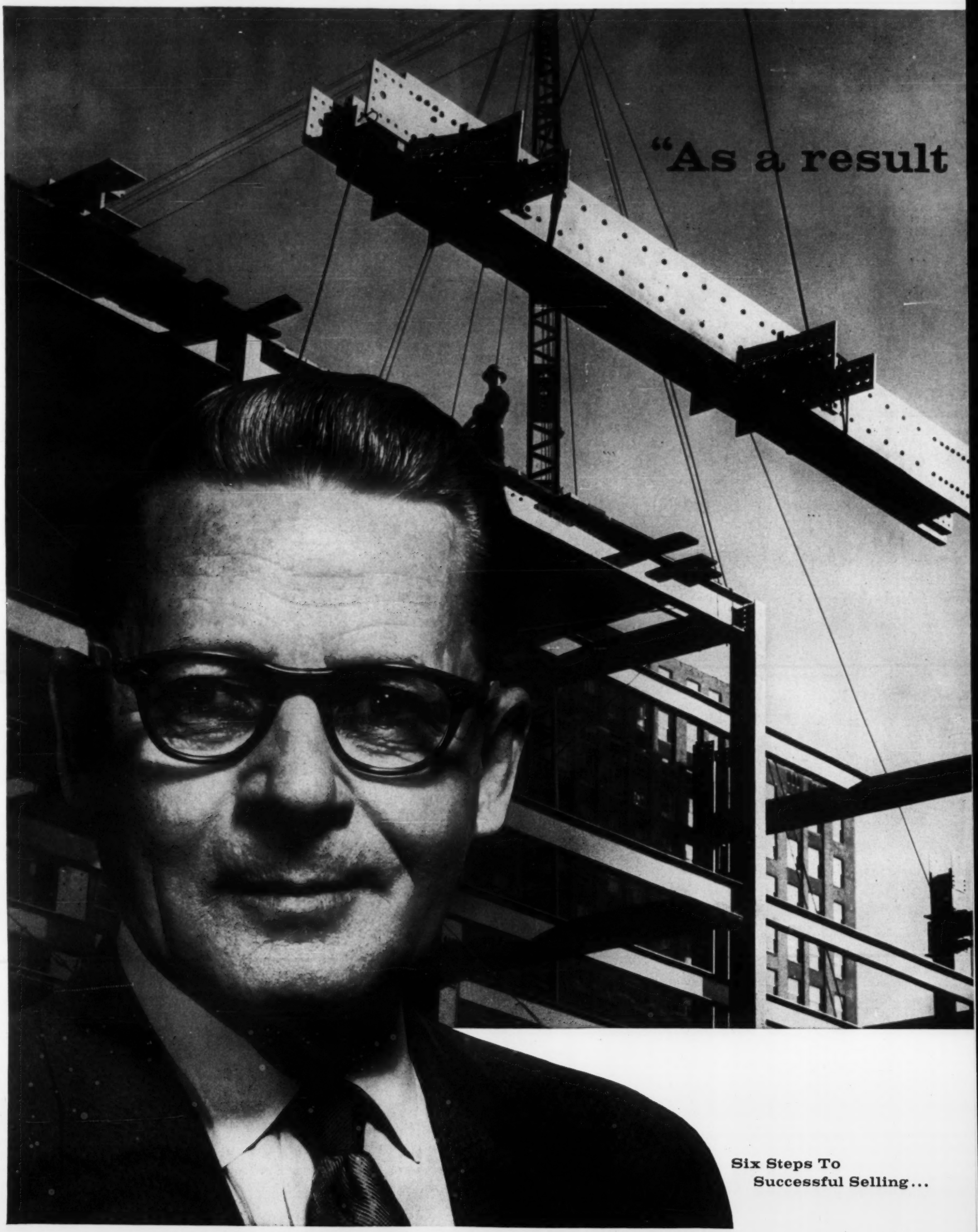
NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557



Six Steps To
Successful Selling...

1 Make Contact

2 Arouse Interest

of the ad, we specified

their material instead of the one we ordinarily use on a job," reports the President, Consulting Firm. "It worked quite well."

These *direct quotations* from subscribers are evidence of the thoroughness with which they read McGraw-Hill publications. Taken from continuing readership studies, they show how your advertising can *stimulate buying action* among the more than one million key men in business and industry who pay to read McGraw-Hill magazines.

"I read the ad because there's a possibility this will help cut our costs. I've written for a sample, and will run some tests."

Metallurgist,
Mineral Processing Company

"We bought their truck as a result of an ad. It showed what we wanted, so we got more information, then purchased."

Owner,
Contracting Firm

"We bought them after seeing the ad, and are using them with great success."

Purchasing Agent,
Plastic Parts Manufacturer

"I read the ad, and am sold on it. I expect to order them when we replace our present equipment."

Vice President, Production,
Manufacturing Corporation

"I had discussed our problem with several people before I saw their ad. Now, I'll contact them and get someone out here."

Production Manager,
Hospital Supplies Manufacturer

"I'm going to call in their salesman. We're rapidly outgrowing our equipment, and will soon need a big one like they advertised."

Secretary,
Food Dressings Manufacturer

"I brought the ad to the attention of the people working on the project. I think they intend to order."

Senior Engineer,
Light Bulbs Manufacturer

Advertising is indeed one of your primary tools in selling to business and industry. It helps you reach the men who make buying decisions, talk to them in their own language. By *concentrating* your advertising in those McGraw-Hill publications serving your major markets, you can make initial sales contacts and help your field force gain more time for direct selling.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

3 Create Preference | **4** Make A Proposal | **5** Close the Order | **6** Keep Customers Sold

More Advertising Here — Means More Sales Time Here

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN

for his

Perceptive Research

And behind the cold statistics of the 61,957 net paid circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

The background story of every successful venture always has a man in it. To Richard D. Thornton goes this year's IRE *W. R. G. Baker Award* for his paper entitled "Active RC Networks," which appeared in the September 1957 issue of IRE TRANSACTORS ON CIRCUIT THEORY. Hats off to a man with a purpose, well on his way on the path of progress—Richard D. Thornton, Assistant Professor of Electrical Engineering, Massachusetts Institute of Technology, Cambridge, Mass.

*After Statistics**

THEN WHAT?

We have no quarrel with statistics. After all, they've been pretty good to us. But *sales* are made by audience response, and a responsive audience is *earned*.

KOIN-TV's high standards of program service have earned the type of confidence that causes people to respond and act. "Let's Face It," for example, is a weekly no-holds-barred panel discussion on matters of critical public interest, moderated by an ex-Governor of Oregon. Such bold programming in the service of its audience has brought rich reward in public confidence to KOIN-TV... and to its advertisers. This is why KOIN-TV is one of the nation's outstanding advertising media.

*Such as: (a) Highest Nielsen ratings in the area, and (b) widest coverage in the region... 7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties (Nielsen NCS #3).

KOIN-TV
PORTLAND
CHANNEL 6

One of the Nation's Great *Influence* Stations
Represented Nationally by CBS-TV Spot Sales

Getting Personal

Some of New York's top advertising brass turned out Jan. 28 for a reception at the Nippon Club to mark the opening of the New York office of Dentsu Advertising, Japanese agency giant. On hand for a buffet that included tempura, raw fish, eels and other Japanese food delicacies were **Sigurd Larmon,** chairman of Young & Rubicam, **Sam Meek,** vice-chairman of J. Walter Thompson Co., **Fred Thompson,** ad director of the *Reader's Digest*, **Edgar Baker,** managing director of Time-Life International, **Bernard Musnik,** New York manager of Publicis, **Eric Stoetzner,** foreign ad director of the *New York Times*, and **Monte Johnson** of Robert Otto & Co.

Representing the hosts were **Juichi Odani,** a Dentsu director here from Tokyo, and the two men who will be manning the New York outpost—**Masanobu Ishikawa** and **Hichinosuke Yoshioka.** Serving as a semi-host was that old Japanese hand, **Irwin Vladimir,** chairman of Gotham-Vladimir. A surprise visitor was **Shirley Woodell,** retired J. Walter Thompson vp who was up from his North Carolina retreat. Mr. Woodell was accompanied by his eldest daughter, who is studying at Columbia. The American Assn. of Advertising Agencies, whose members handle about the same proportion of national U.S. advertising as Dentsu does of national Japanese advertising, was represented by **Ken Godfrey** and **Emilia Veve** . . .

BON VOYAGE—*Admen members of Chicago's Combined Jewish Appeal Mission to Europe and Israel, embarking on El Al Israel Airline's Britannia were (left to right) D. G. Schneider, recently retired vp of Young & Rubicam; Arthur M. Holland, president, Malcolm-Howard, Chicago, and Sidney R. Bernstein, vp and editorial director, Advertising Age. All three were accompanied by their wives.*

Convention chatter from the Newspaper Advertising Executives Assn. meeting in Chicago . . . **Dan Stern** of the *San Jose Mercury-News* spent his early hours in Chicago snooping around for some interesting antique guns to add to his collection. Dan likes to buy 'em, try 'em and then write articles about 'em . . . One of the youngest—and certainly among the prettiest—attendees at the meeting was Barbara Ryan, who came to Chicago with her mother and dad —Mr. and Mrs. **Lou Heindel** (he's ad director of the San Jose paper) —and her husband . . . **Fax Cone** graciously agreed to fill in as a luncheon speaker for the ailing **Bob Ganger;** and as a result FC&B's pr man **Al Weisman** had a busy, busy time scurrying around making and distributing texts of Cone's speech at the same time that his wife, Ann, was presenting him with a baby boy named Tony . . .

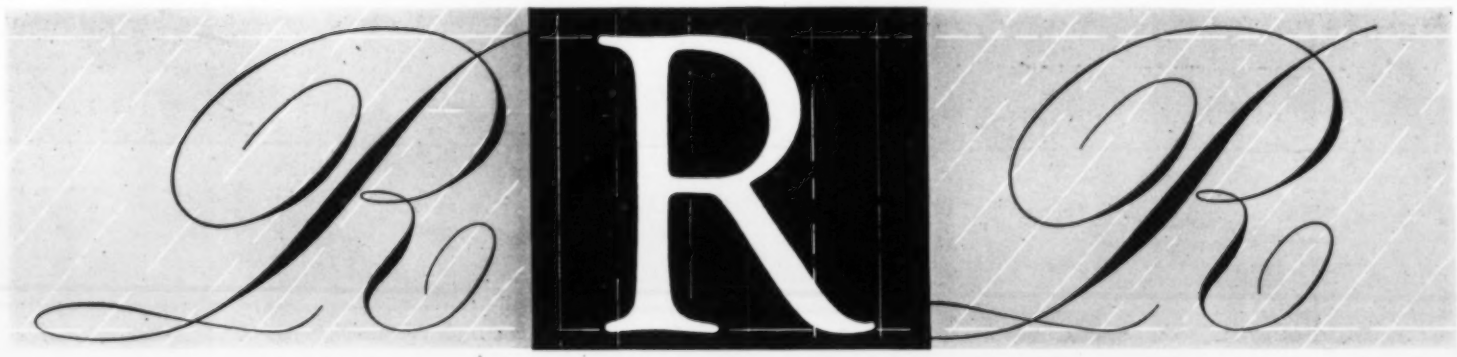
HEARTY—*Members of publicity committee of Heart Assn. look over their new display material at a Chicago luncheon given by Needham, Louis & Brorby for radio and tv personalities on behalf of the association. From left: Cyrus H. Nathan, exec vp, North Advertising; Daniel Welch, NL&B vp, committee chairman; and Alton D. Farber, assistant pr director, J. Walter Thompson Co.*

Hal Smiley, art director at J. Walter Thompson Co., Chicago, won first prize in the traditional division of the 10th annual Art Directors Club of Chicago Fine Art Exhibition. Hal submitted a still life. Winner in the modern division was **Wayne Gallagher,** free-lance artist . . .

Beate Surbeck, a native Swiss who speaks four languages, has taken leave of absence from Bernard B. Schnitzer Advertising, San Francisco, to join the Olympic committee in Squaw Valley as a typist-interpreter for the Winter Olympic games . . .

RRR **RAPID READER RESPONSE** is today—will remain—the goal of every company investing in magazine advertising. For either the reader reacts immediately in **some** way . . . or he never reacts. Either an advertisement builds preference for a product or company . . . or incites action . . . or it does nothing. The success of your advertising, then, must be measured in terms of reader response . . . ad-for-ad, by inquiries and readership scores . . . cumulatively, by reader surveys . . . ultimately, by your company's sales curve.

still basic



Perfect match between editorial concept and circulation is the source of all reader response. Editorial pages must respond to the immediate needs of readers. Circulation must simultaneously respond to new personnel, new departments, new industries. That's why readership—the starting point for every variety of reader response—consistently scores far higher in MACHINE DESIGN. And inquiries—the action response—are naturally higher in quantity and quality from advertising placed here. No wonder the majority of advertisers interested in SELLING to the Original Equipment Market prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE.

MACHINE DESIGN

a Penton publication

Penton Building, Cleveland 13, Ohio

NEP BPA

NOBODY KNOWS THE NEW YORK GROCERY MARKET LIKE THE WORLD-TELEGRAM!

The World-Telegram's Grocery Inventory is the *only* service of its kind in the ever-changing New York market.

It offers advertisers, at no cost, complete *monthly* reports on the sale and distribution of hundreds of different brands and products in a representative panel of chain and independent grocery stores. Additional reports on deals, special prices and point-of-sale activities are available at cost.

Get the facts about this unique and invaluable service. Write or call *today!*

New York World-Telegram
The Sun
A SCRIPPS-HOWARD NEWSPAPER

SELLS THE FAMILIES WHO BUY MORE GROCERIES

125 Barclay Street, New York 15, N. Y., phone BArclay 7-3211 • Or Scripps-Howard General Advertising Offices: 230 Park Avenue, New York • Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

Orbe Elected Metropolitan Head

Norman J. Orbe has been elected president of Metropolitan Advertising Co., New York. He succeeds the late Harry D. Adair. Mr. Orbe is also president and a director of Magic Mix Corp., and a vp and director of New Jersey Flour Mills Corp. The agency, founded in 1901, has specialized in financial and insurance advertising, but in recent years it has become increasingly diversified.

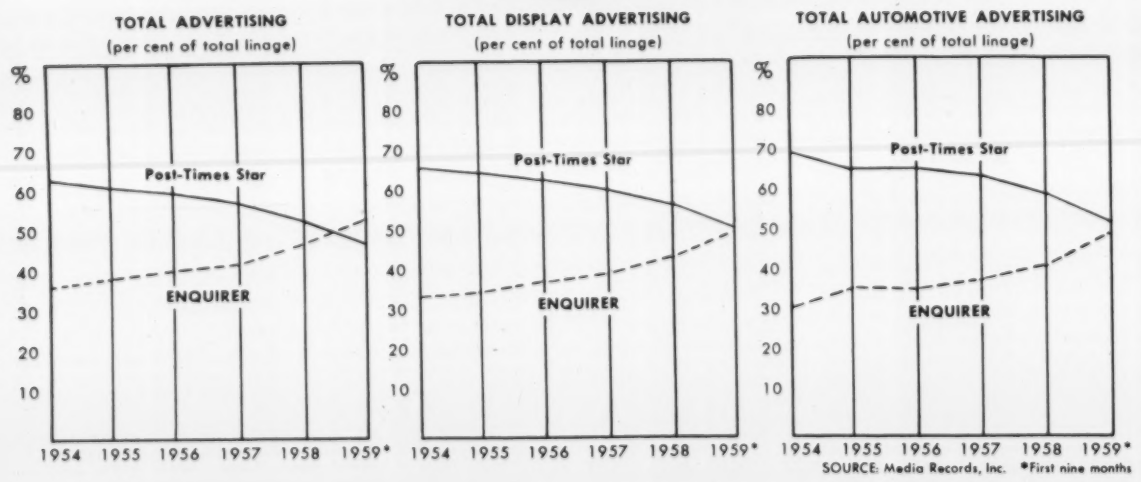
Agency Appoints Topper

Knipschild-Robinson Inc., Chicago, has appointed Frank Topper to its staff. Mr. Topper was formerly with Compton Advertising and the national sales promotion and advertising department of Sears, Roebuck & Co.

Bielefeld Joins Eddleman

Herbert Bielefeld has resigned from Robert Snyder & Associates and has joined John Eddleman Studios, Chicago, where he will head the new art division.

More proof of the **solid** trend to the "morning" *in solid Cincinnati*



SOURCE: Media Records, Inc. *First nine months

Take a look at the evidence above! It shows clearly that retailers and national advertisers are relying more and more on the *morning* Enquirer. Why? They've discovered it's *the* way to reach and influence the *solid market-that-matters* in this great metropolitan area. The households that have more adults in them . . . have a higher percentage of children . . . have a younger head-of-house . . . have a *higher median income*. In other words, the SOLID households that need more, want more, and *can afford* to spend more. For other significant facts about this rich 19-county, 3-state market . . . write, wire or phone The Enquirer's Research Department for your copy of the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the Cincinnati Enquirer

Number of Chicago Agencies Remains At 261 on 'P-D' List

CHICAGO, Feb. 2—During 1959 some agencies disappeared from the Chicago scene, some new ones materialized, and one transformed its name, with the total result that, according to the *St. Louis Post-Dispatch's* annual directory card, Chicago ended up even with last year.

Gone from the list were such names as Adams & Keyes; Arthur C. Barnett Advertising; Allan David Inc.; Arthur R. MacDonald Inc.; Robertson Potter Co.; Small-Grissom-Wolf; Smith, Benson & McClure and Wherry, Baker & Tilden, which appeared on last year's list along with its new name, Baker, Tilden, Bolgard & Barger. Also, Wesley Aves & Associates has become Aves, Shaw & Ring.

Added were Consolidated Advertising Service; Harris-Fairbanks; MacCowan Advertising; Olumstad Advertising Agency; Peitscher, Janda Associates; Lloyd M. Rosenow Inc., and Terry, Gray-Schwartz & Harris.

This means that the directory lists 261 agencies for Chicago in 1960, the same number as in 1959, omitting 1959's double listing of Wherry, Baker & Tilden.

■ Publishers' representatives appear to have undergone an even greater depletion in ranks, according to the list. The 1960 card shows 338, compared with 347 in 1959. However, if the five newspapers represented here by Million Market Newspapers Inc. (of which the *Post-Dispatch* is one) are added back into the list, the total would be up to 343. Broadcast representatives total 58 in the 1960 list, compared with 59 in 1959.

■ Michigan Ave. has the reputation for being the "advertising row" of Chicago, and this is borne out by the card: 76 of the agencies have Michigan Ave. addresses, as do 151 of the publishers' representatives and 30 of the broadcast representatives. The Prudential Bldg., while not located directly on Michigan Ave., so dominated the scene, that offices located in that towering structure might also be considered Michigan Ave. shops. Seven agencies, 10 publishers' representatives and six broadcast representatives are listed in that building.

Wacker Dr. follows Michigan as host for advertising people: 31 agencies, 34 publishers' representatives and 13 broadcast representatives are located there.

Next comes LaSalle St., traditionally the financial center of the Midwest, with 22 agencies and 26 publishers' representatives listed.

Wabash Ave. also has an impressive crew of advertising organizations, with 19 agencies, 14 publishers' representatives and two broadcast representatives.

■ Summary of the figures represented in the *Post-Dispatch's* listings for the past six years follows:

	Agencies	Publishers Reps	Broadcast Reps
1954	272	332	47
1955	268	331	51
1956	261	340	52
1957	261	340	56
1958	259	351	56
1959	262	347	59
1960	261	338	58

KFBI Joins NBC Radio

KFBI, Wichita, Kan., a former independent, has affiliated with NBC Radio.

EASTER TIME—*E. J. Brach & Sons, Chicago, will launch its Easter candy parade campaign with this four-color page ad in the April 4 issue of Life. Tatham-Laird, Chicago, is the agency.*

Ethical Drug Ads 'Educational,' Burdick Declares

NEW YORK, Feb. 2—Dean L. Burdick, president of Burdick & Becker, last week defended pharmaceutical advertising as "essentially educational."

Mr. Burdick told the Assn. of Advertising Men & Women that pharmaceutical advertising is needed to keep doctors abreast of the latest developments in their fields.

He conceded that ethical drug advertising is "becoming admittedly heavy," but he pointed out that the number of doctors per head of population is decreasing; people are seeing their doctors more often and, as a result, the busy physician has become difficult to reach.

"We have no alternative but to fight for his attention," Mr. Burdick said. "We believe that the great proportion of our promotion is to his benefit—and to yours, because, no matter what the newspapers say, most of the advertising we do is essentially educational.

■ "The medical journals, which we support, help to funnel the latest advances in medicine to the physician in what would have been considered a few years ago an incredibly short time.

"We have our problems in communicating with this too-busy man. We're working on them. I only wish we could be as successful in developing new techniques in communication as the ethical drug industry has been in the creation of the products which benefit us all." #

Donnelley Boosts Martin

John J. Martin, general manager of Reuben H. Donnelley Corp.'s textile maintenance publications, New York, has been named assistant publisher of Yorke Publishing Co., a Donnelley subsidiary.

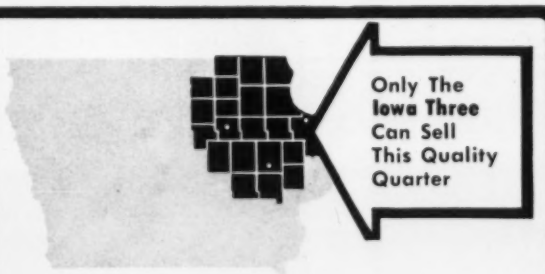
Two Join Jack Bain Co.

Harry Johnson, formerly with *Plating*, and George Leon, formerly with *Popular Mechanics*, have joined the sales staff of Jack Bain Co., New York, publishers' representative.

'American Press' Boosts Rate

The *American Press* has increased its controlled circulation to 10,033, effective with its December, 1959, issue, and has increased its ad rate, effective with the March, 1960, issue, from $375 to $415 per b&w page.

"A VP at CRD & W...until I forgot that without The Iowa Three you miss over 25% of the market."



QUALITY QUARTER QUIZ

We're playing the game a little different today. Here are the answers; you ask your own questions when you look into Iowa's many markets.

A. The Quality Quarter's 742,600 people make up 26% of Iowa's total population.

A. The Quality Quarter contains 218,950 households, 25% of Iowa's total.

A. The Quality Quarter accounts for 27% ($1,027,119,000) of Iowa's total retail sales.

A. The Quality Quarter's Consumer Spendable Income of $1,232,389,000 is 26% of Iowa's total CSI.

A. The Iowa Three's daily circulation of 152,845 reaches 62% of the households in the Quality Quarter.

A. The Des Moines Register & Tribune reaches only 18% of the households in the Quality Quarter daily, with a circulation of 39,721.

A. Daily circulation is far more important than Sunday, because 80% of national r.o.p. advertising runs *daily*.

A. *Each* of The Iowa Three group newspapers alone carries more total daily retail display advertising linage than either the Register or Tribune.

We've got many more answers to your questions about Iowa markets, Des Moines' so-called "state-wide" papers, and The Iowa Three. Just direct your questions to your nearest Iowa Three representative.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

Don't make the same mistake of drawing conclusions without checking facts. Now, there's nothing wrong with slogans — *if* they're based on firm facts, not fanciful figures. We're talking, in particular, of a current media slogan that boldly proclaims that one state is one market. A noble thought. Yet it is our understanding that there are 50 states, 242 metropolitan markets . . . and *none of these states is one market . . . and none of these markets is one state!*

Let's look at Iowa. Great state. Grows corn, processes meat, makes tractors and electronic equipment and many other products. A profitable marketplace. And it takes *more* than one or two newspapers to reach Iowa's many markets. For example, only The Iowa Three group of newspapers can sell the Quality Quarter. And the 22 counties in the Quality Quarter make up over 25% of the Iowa market. We've got other facts, too. Just shift your eyes to the left and take our Quality Quarter Quiz. It will prove why Iowa isn't complete without the Quality Quarter . . . and you can't cover the Quarter without The Iowa Three.

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. • Jann & Kelley, Inc. • Story, Brooks & Finley

INN

SKIERS' LUGGAGE AWAITING THE SNOWBALL LIMITED BY JOERN GERDTS

SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best of people

THE FIRST MARKET TO BUY

—900,000 active families of them every week. They wouldn't be reading a sports magazine if they weren't active people—and it follows that such people simply have more needs and more opportunities to get around; to entertain their friends; to drive their cars; to travel (like the Sun Valley bound Los Angelenos whose skis and luggage fill the picture above); to keep fit and healthy; to dress up in their best. Active people make active markets. It just stands to reason that you sell more to people who *do* things. That's why advertising looks right, feels right and *is* right in SPORTS ILLUSTRATED.

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

Eagle Launches Game

Eagle Pencil Co. is launching a "numbers" game to draw attention to its standards in the manufacture of Mirado and Verithin pencils, through a tv, radio and magazine campaign. Quality control numbers will be stamped on thousands of pencils. Holders of these pencils will turn them over to dealers for prizes.

C. Paul Mailloux Named VP

C. P. Mailloux, formerly sales manager, has been appointed vp and sales manager of the Eberhard Faber Pen & Pencil Co., Wilkes-Barre, Pa., a new sales and marketing subsidiary of Eberhard Faber Pencil Co.

Eastman Names Thackaberry

John A. Thackaberry, formerly a member of the sales staff in the Los Angeles office of Robert E. Eastman & Co., tv film producer, has been promoted to manager of the Los Angeles office, replacing Donald M. Ross, who resigned.

ALLEN M. MILLER *has been named advertising manager for Seabrook Farms brands of Seabrook Farms Co., Seabrook, N. J. Prior to joining Seabrook, Mr. Miller was assistant advertising manager of Grand Way Stores, subsidiary of Grand Union Co.*

'Medical World' Will Bow April 15

NEW YORK, Feb. 2—*Medical World*, a new publication for doctors, will be launched April 15.

Edited by Dr. Morris Fishbein, former editor of the *Journal of the American Medical Assn.*, the new book will be a fortnightly news magazine covering strictly medical news.

Medical World will have a controlled circulation of 142,000. In other words, it will be mailed to every practicing physician in the country.

The magazine will be printed by Arrow Press Inc. in 8½x11" format and will feature four-color availabilities on every page.

■ The one-time b&w rate has been set at $1,750, which gives *Medical World*, at the start, the highest page rate in the field. *MD*, the monthly news magazine started three years ago, has a basic rate of $1,500. The *AMA Journal* charges $1,200.

William Eagan, a former salesman for *MD*, has been recruited to head up the advertising side, and he began calling on advertisers this week. The executive editor of *Medical World* will be Bill White, formerly editor of *Medical News*, the newspaper mailed to doctors by Ciba Pharmaceutical Products.

Medical World Publishing Co. is publishing *Medical World*. The president and publisher is Maxwell M. Geffen, board chairman of Arrow Press and a veteran publisher. #

'BH&G' Hikes Annuals' Rates

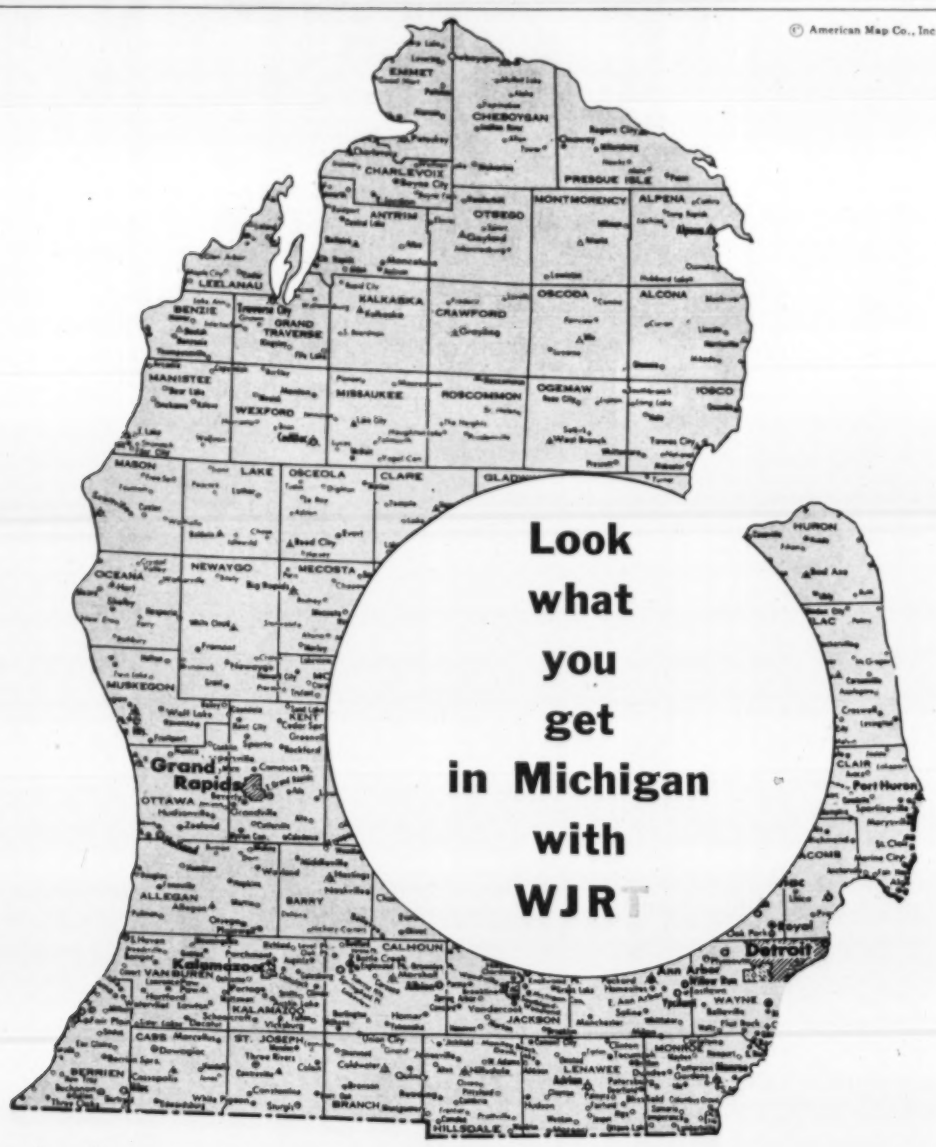
Effective with the next available issues, advertising rates are being increased on the following *Better Homes & Gardens* idea annuals: *Home Furnishings Ideas for 1961*, *Christmas Ideas for 1960*, *Kitchen Ideas for 1961*, *Home Building Ideas for 1961* and *Garden Ideas for 1961*. Increased rate bases were announced for all but *Kitchen Ideas*. New b&w page rates are: *Home Furnishings*, $3,940; *Christmas Ideas*, $4,580; *Kitchen Ideas*, $2,100; *Home Building*, $1,695; *Garden Ideas*, $1,260.

Geyer Elects Farricker

Richard J. Farricker, who joined Geyer, Morey, Madden & Ballard Jan. 1 as exec vp, has been elected to the board of directors. He was formerly management service director and vp of McCann-Erickson.

R. W. Spencer Retires

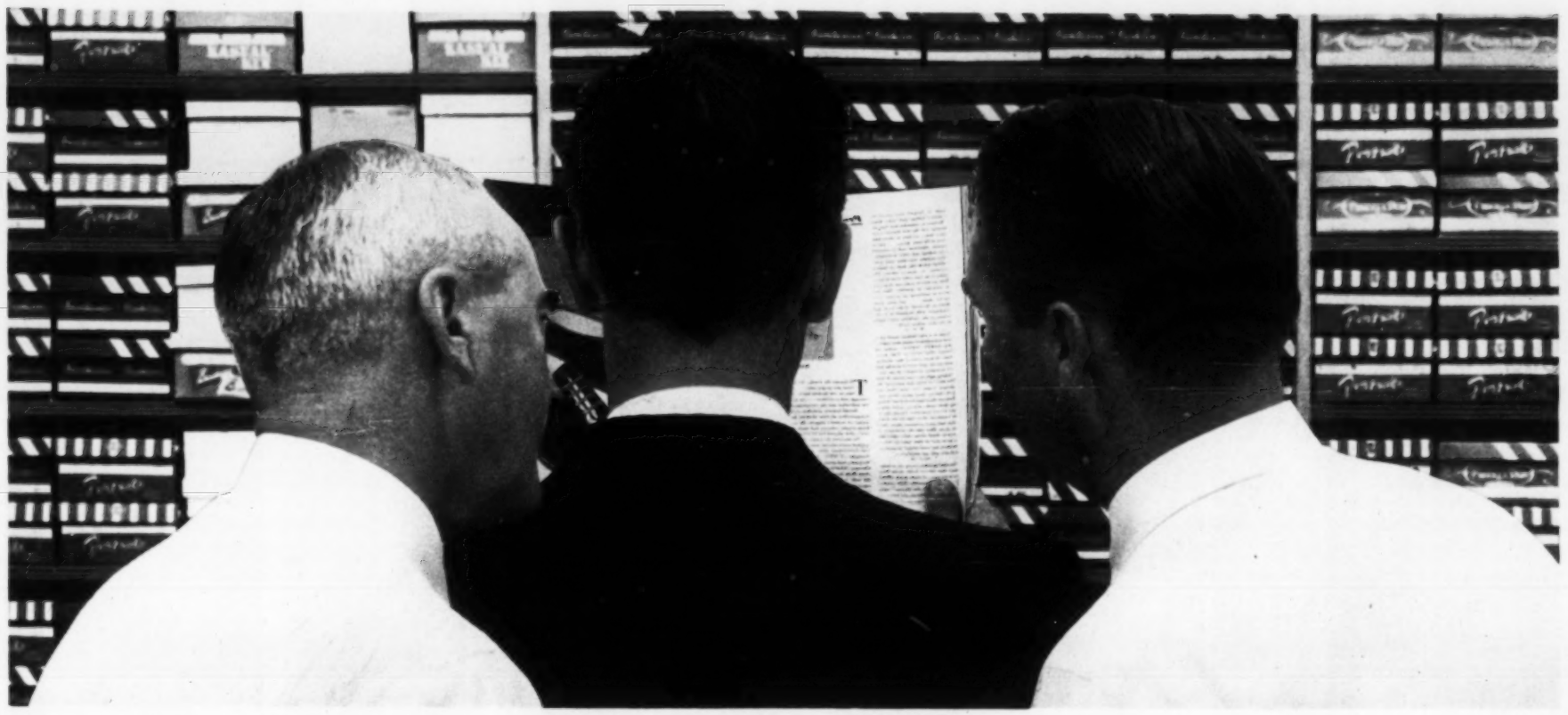
R. W. Spencer has retired from his position as vp in charge of sales with Sterling Aluminum Products Inc., St. Charles, Mo. He will continue his association with the company, however, as a consultant.



Complete grade "A" signal coverage of Michigan's other big market (Flint, Lansing, Saginaw and Bay City) with one single-station buy!

WJRT
CHANNEL 12—FLINT
PRIMARY abc AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta



THE ONE THAT TELLS 'EM . . .

. . . IS THE ONE THAT SELLS 'EM

They're big men in a $4,000,000,000 market! They're the men at the fitting stools, the shoe retailers, who ultimately affect every purchasing decision. Directly and indirectly, they influence what it buys, what it makes, and what it sells. They need know-how, know-where and know-what, and they find it in the RECORDER. It's their bi-monthly sales conference. To establish and maintain your position in the industry, you need the one magazine they look to and believe in.

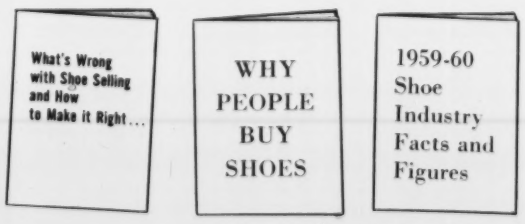
READERSHIP — Leads its nearest competitor by 94% according to National Analysts, Inc. survey, which shows average of 3 readers per copy.

VITALITY — 43,000 reprint requests in ten months — and the highest subscription renewal rate in the trade — 74.74%.

IMPRESSION — Exposure time for each issue is longer by months than any competitive publication.

IMPACT — Superior quality and clarity of reproduction plus full color availability, provide maximum visual power.

If you missed any of these significant articles — send for reprints to Boot & Shoe Recorder, Philadelphia 39, Pa.



BOOT and SHOE
Recorder
A CHILTON PUBLICATION

Effective immediately...

American Machinist

HERE'S WHY: American Machinist, as a name for this 83-year-old publication, is today one of the most complete misnomers in industrial publishing.

It was a fine name back in the days when a machinist was a man who ran his own business. Today, all the average machinist runs is a machine—and American Machinist has not been edited for *him* for at least fifty years.

We are adding the phrase "Metalworking Manufacturing" to re-emphasize two fundamentals on which our editorial policy has always been based:

1. Metalworking, to which our magazine is dedicated, is an industry in itself; an industry in which basic techniques and processes create a community of interest, regardless of the product being turned out.

Metalworking begins where production of the basic metal or ingot leaves off. It covers all phases of planning, administration and execution involved in converting metal into finished products or components.

2. Manufacturing, the basic process of working metal into products, is, and always has been, the editorial province of American Machinist. The magazine draws its readers from manufacturing management men in metalworking, and men who aspire to manufacturing management positions.

These two common denominators of reader interest have made American Machinist the manufacturing publication in the metalworking field for men with the following areas of responsibility:

Top Manufacturing Management—top officials in charge of over-all manufacturing operations, controlling costs, financing facilities, and evaluating the efficiency of people, techniques and equipment.

Manufacturing Engineers—production planners whose recommendations and decisions determine how to make it; what equipment to make it on; how long it will take to make; what it will cost; how materials can be "worked" most efficiently, whether or not to sub-contract . . . and much more.

Now . . . the name is as current as the magazine itself.

American Machinist becomes *Metalworking Manufacturing*

Plant Management—the "doers"; the men who create reality out of the drawing-board concepts; the functional group that has the decisive voice in determining procedures, techniques and equipment used in the actual manufacture of the product.

Our ABC statement for the 6 months ending December 1959 will be in a new form recognizing this basic organization of manufacturing in the metalworking industry. The new form, based upon reader function rather than title, will make it possible to break down our circulation by the three manufacturing functions described above. Those who seek an even finer breakdown can determine our circulation in the metalworking field on a four-digit SIC basis.

* * *

A change in a magazine's name—especially in the case of a publication that has been a leader in its field for 83 years—is not a step taken lightly. We believe it will be welcomed by subscribers and advertisers alike—pinpointing more sharply, as it does, not only the editorial appeal of the magazine for subscribers, but the important market reached through the magazine for our advertisers.

At the same time, we would like to emphasize that nothing about the magazine is being changed except its name.

As the postwar population explosion triggers the boom that will highlight the economy of the 60's, American Machinist Metalworking Manufacturing will continue its leadership in reporting new developments in technology to manufacturing men in metalworking—developments that will result in manufacturing more, and faster, at a lower cost, to meet the rapidly growing demands of a vastly increased population . . . and enable America to continue to compete in world and domestic markets.

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

Tucson

METROPOLITAN
TUCSON 1959 BANK DEBITS
$2,819,759,264

UP 22% OVER 1958

The Arizona Daily Star Morning and Sunday
Tucson Daily Citizen Evening

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

R&G Electronics to Reimer

Reimer Advertising Co., South Pasadena, Cal.—a new company formed by Virgil P. Reimer, who was with National Broadcasting Co. for 20 years—has been appointed to direct advertising for R&G Electronics Co., San Bernadino, via magazines and radio. The agency has also been assigned the accounts of Mity Mac Sales Co., Band-Ti Mfg. Co. and Fog-A-Way Co.

Fried Forms Agency

Stanley Fried has resigned as advertising and sales promotion manager of L&P Electrical Co., Maspeth, N. Y., distributor of Fedders air conditioners, to form his own agency. Vincent Guarino, formerly assistant advertising and sales promotion manager at L&P, will succeed Mr. Fried. The new agency, to be called Fried Advertising, will be located in Maspeth and will handle L&P.

Aurora to Continue 'Boys' Life' Premium Drive 'Indefinitely'

NEW YORK, Feb. 2—A ten-page ad by Aurora Plastics Corp. in *Boys' Life* in December, offering premiums and a catalog, drew 15,000 responses in a 30 day period and has prompted the company to let the premium offer stand indefinitely.

Generally there's very little difference between the hobby kits produced by the ten or so top kit makers; the contents are similar, and often the boxes are alike as well. Usually it's the picture or the name on the box that will sell an item. Aurora now feels that the premium offer has made the company's kits distinctive.

The *Boys' Life* ad was the largest ever run by the magazine. It consisted of two pages, plus eight removable 8½x11" pages which featured the premiums available for end flaps and cash, as well as Aurora models, plus a 10¢ catalog offer.

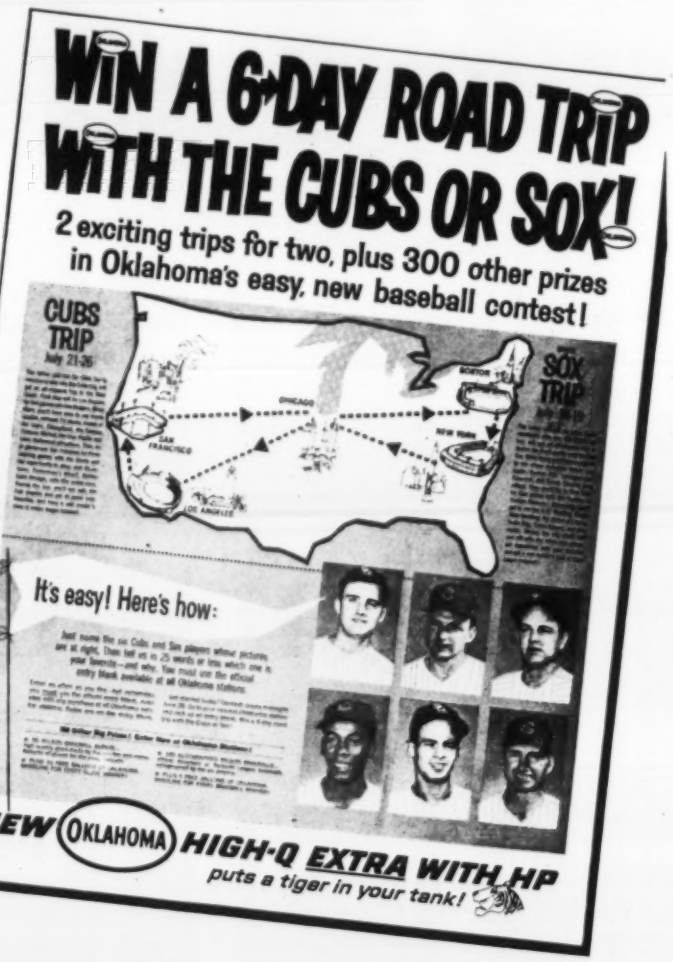
The advertising's impact on dealer sales was "immediate," according to sales director John Cuomo, and a check in key markets shortly after it appeared found "few if any Aurora kits on the shelves," he said.

■ The premium offer, which in some cases requires as many as five hobby kits to be purchased, is gaining momentum, and the initial response "far exceeded" Aurora's expectations. New items will be added to the premium list.

Aurora will continue to use *Boys' Life* this year and will add other youth publications and television to its schedule. Some premiums will be featured on tv.

Harold J. Siesel Co. is the Aurora agency. #

OKLAHOMA CONTEST scores a hit using Wilson Baseballs and Gloves


WIN A 6-DAY ROAD TRIP WITH THE CUBS OR SOX!
2 exciting trips for two, plus 300 other prizes in Oklahoma's easy, new baseball contest!
CUBS TRIP
July 21-26
SOX TRIP
It's easy! Here's how:
NEW OKLAHOMA HIGH-Q EXTRA WITH HP
puts a tiger in your tank!

Wilson helped the Oklahoma Oil Co. stage "a tiger of a promotion" throughout its five-state marketing area. Oklahoma promoted its "Road Trip" contest in full page newspaper advertisements, radio and television. Wilson gloves and baseballs were given as second and third prizes. The Wilson Advisory Staff participated in local publicity promotions in three midwest cities. Arrangements for autographing the prizes and the distribution of the gloves and baseballs was handled by Wilson.

A good promotion needs more than good incentives to make it pay off. You need planning, incentives and eye-catching showmanship. Only Wilson, with the best known and most accepted name in sports gives you all three. Put the Wilson Advisory Staff on your team—(names like Sam Snead, Otto Graham, Ted Williams.)

Fill out the coupon. Find out how Wilson can give a real boost to your next promotion.

Sales Win With Wilson

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

PREMIUM DEPT. B WILSON SPORTING GOODS CO., 2233 West Street, River Grove, Illinois

I'd like to know more about the promotion possibilities of Wilson equipment and Wilson Advisory Staff.

NAME_____

COMPANY_____ POSITION_____

STREET_____ CITY_____ STATE_____

Arthur Greenberg Leaves Baltimore to Join Nowland

Dr. Arthur L. Greenberg, formerly director of market research, Gunther Brewing Co., Baltimore, has joined Nowland & Co., Greenwich, Conn., as director of the media-advertising division. A psychologist, Dr. Greenberg established the first market research department at Charles Antell Inc., Baltimore, and before that, was with Sidney Hollander Associates, Baltimore research company.

Arthur L. Greenberg

He became something of a *cause celebre* in 1957 when he refused at a Federal Communications Commission hearing to reveal the names of respondents in a Hollander survey. The hearing was concerned with the sale of radio station WGMS to RKO Tele-radio Pictures. The American Marketing Assn. and the American Assn. for Public Opinion Research commended him for his stand.

John McDermott Retires

John P. McDermott, treasurer and a director of Modern Hospital Publishing Co., of Chicago, retired Dec. 31 after 40 years with the company. He was also a trustee of the pension plan and of the profit sharing plan of the corporation and treasurer of Purchasing Files Inc.

Houghton Renamed Hysol

Houghton Laboratories, Olean, N. Y., has changed its name to Hysol Corp. Founded in 1949, the company offers commercial lines of epoxy adhesives and electrical insulation products to industry.

But does the commercial have a happy ending?

"And they lived happily ever after. . . ." But for the sponsor the story doesn't end there. Does Prince Charming (played by the product) vanquish the Villain (played by the competition) and win the beautiful Princess (played by the balance sheet)? If not, why not? Good questions, these, and ones for which we have found some interesting answers in our years of experience in profit television. **N. W. Ayer & Son, Inc.**

The commercial is the payoff

ONE OF THE
FIRST 100
MARKETS

QUAD-CITY CONSUMERS:
56% live on the Illinois side

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
OVER 1/4 MILLION PEOPLE

FOOD DOLLARS:

57% are spent on the Illinois side—
in the Argus and Dispatch coverage area

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST
MARKET IN
ILLINOIS-IOWA

Wilding Appoints Goetz

Ted Goetz, recently affiliated with Batten, Barton, Durstine & Osborn and Hollywood Film Commercials, has been named by Wilding Inc., Chicago, to head the company's newly organized Hollywood office, which will concentrate on the production of tv film commercials.

Nuclear to Ward William

Nuclear Corp. of America has retained Ward William & Co., Union, N. J., to handle sales promotion programs for its instrument and research and its Central Manufacturers divisions, Denville, N. J.

Weatherby Named Treasurer

Sullivan, Stauffer, Colwell & Bayles, New York, has appointed T. Newton Weatherby to reassume the post of agency treasurer, succeeding the late M. Herbert King. Mr. Weatherby will also continue as vp for administration.

IGA Ads Feature Passionate Lyric to Cart Pushing Cuties

CHICAGO, Feb. 2—Independent Grocers' Alliance of America (IGA) currently is conducting an extensive ad campaign in three media to thank women customers in 45 states for patronizing IGA food stores.

"The lady who pushes the cart" is the theme of the campaign, which will run for six months. The

push is running in 2,980 newspapers each week, and is backed by radio and television spots on 278 stations.

■ The following jingle is being featured in all advertising in the promotion:

"The IGA man is in love with his store;
His business is dear to his heart.
He's fond of its fixtures—but cherishes more
That lady who's pushing the cart.

His prices, he knows, are the lowest in town,
His quality tops any mart.
For he knows that he's sunk if she ever should frown,
That lady who's pushing the cart.

On her he depends for his gain or his loss;
She's his customer-neighbor—his boss."

George F. Florey Inc., Chicago, is the IGA agency. #

Skinner Forms Ad Unit

An advertising department has been formed to serve both Skinner Chuck Co. and its electric valve division, New Britain, Conn., with Ralph W. Gage as manager. Mr. Gage was formerly advertising and sales promotion manager for Nicad division of Gould-National Batteries.

Leigh Gets NL&B Art Post

Needham, Louis & Brorby has appointed Douglas B. Leigh Jr. director of art in its New York office. Mr. Leigh was formerly senior art director at the Kudner Agency, director of art at MacManus, John & Adams, and an art director at Campbell-Ewald Co.

Brady Boosts Hillmer

Robert Hillmer has been appointed an art director of the Brady Co., Appleton, Wis. Mr. Hillmer joined Brady in 1953 as an artist. At the same time, Harry Dawson, formerly with Nobart Studios, Chicago, has joined Brady as an artist.

Lowell Names Crestwood

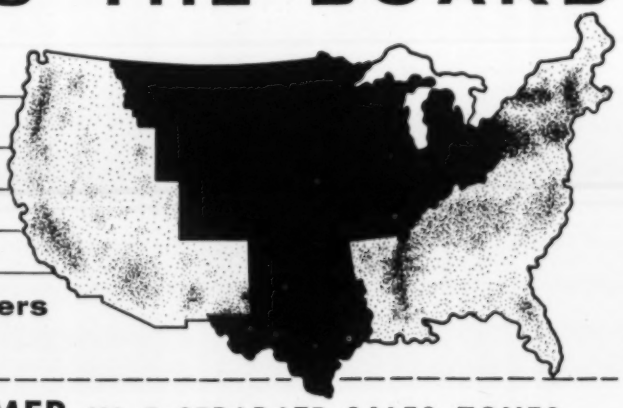
Crestwood Advertising, New York, has been appointed by Lowell Toys, Long Island City, to promote Lowell's 1960 line of games based on popular tv shows.

ZERO IN
ON YOUR
TARGET
WITH

CAPPER'S
FARMER
ACROSS THE BOARD

Lowest Rates In The Farm Field

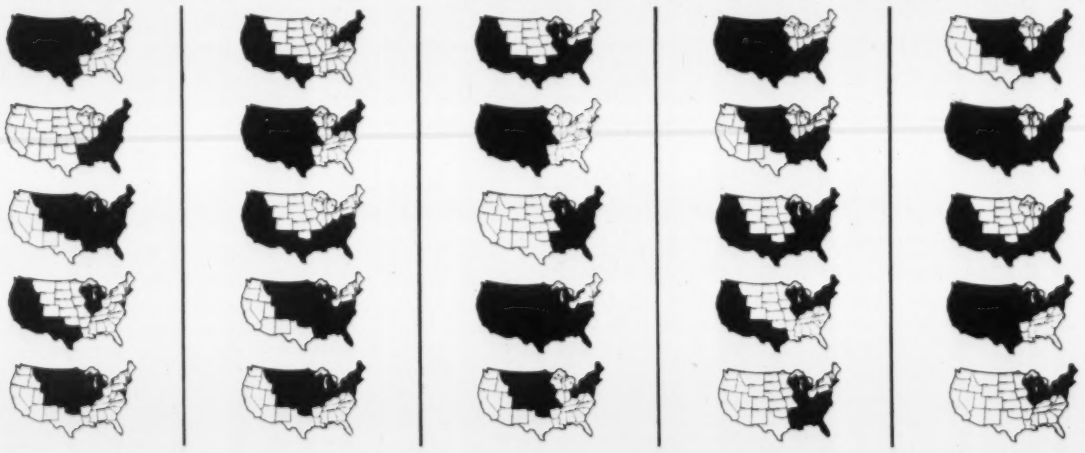
Publication	1 page, B&W	Circulation	Page per Thousand
CAPPER'S FARMER	$5,000	1,585,000	$3.15
Magazine B	5,040	1,301,000	3.87
Magazine C	11,250	3,127,000	3.59



1,585,000 Farm Family Subscribers
$15,117 Average Yearly Income

YOU MAY BUY CAPPER'S FARMER IN 5 SEPARATE SALES ZONES.

YOU MAY BUY CAPPER'S FARMER IN ANY OF 25 COMBINATIONS.



Write—Wire—Phone your nearest Capper's Farmer Sales Office for descriptive booklet and immediate service. Find out how Capper's Farmer's lowest-cost flexibility can serve your needs best.

CAPPER'S
FARMER

TOPEKA 912 Kansas Avenue
LOS ANGELES 3142 Wilshire Blvd.
CHICAGO 333 N. Michigan Ave.
SAN FRANCISCO 57 Post St.
NEW YORK 342 Madison Ave.
CLEVELAND 1010 Rockwell

Capper's Farmer is one of 6 farm papers and 19 other properties owned and operated by Stauffer-Capper Publications in the farm magazine, daily newspaper, radio and television fields.

SAS advertisement prepared by Adams & Keyes, Inc. Photograph by d'Arazien

* "Sales results from our extensive SAS advertising campaign in The New Yorker Magazine have been truly excellent again this year. We readily recognize the considerable contribution that The New Yorker continues to make in our over-all success."

First Vice President, Scandinavian Airlines System, Inc.

THE NEW YORKER MAGAZINE

. . . and all of a sudden – what a beautiful

HAVE YOU SEEN THE NEW AMERICAN HOME? For months an exciting evolutionary process has been quietly going on . . . and suddenly the new American Home is a reality. Bursting with color, aglow with brilliant photography, crammed full of fresh, usable ideas, American Home is without question the home-service magazine of the new decade. Every issue is filled with useful information on meal planning, decorating, building, remodeling and gardening. The new American Home devotes a greater share of its pages to home-service features than any other major medium. 12 million men and women read it to learn how to make home a more rewarding place to live. There is no better setting for selling in the Sixties.

Get to know the new American Home—A Curtis Magazine

difference

AMERICAN
HOME

Remarkable ROCKFORD

Worth considering

More retail color advertising appeared in the two Rockford newspapers in 1959 than any other paper in Illinois (except Chicago Tribune). They won an Editor and Publisher color creativity award in '59 too. When you put your own award-winning color ads into a market where buying income is growing 11.3% faster than the national average . . . and retail sales 5.6 faster . . . you have a winning combination that will give TOP results. Boost *your* sales in 1960 with attention-demanding, action-getting color in the Rockford newspapers. For full market facts, write

·ROCKFORD MORNING STAR· Rockford Register-Republic

Finest **FULL COLOR** Facilities

Product Ads Build Corporate Image; Using Image Ads Alone Is 'Suicidal,' Sawyer Says

KANSAS CITY, Feb. 2—"Product promotion is the first element in building a favorable corporate image or reputation," the Industrial Editors Assn. was told here last week.

If a company has a good product or service, available at reasonable cost, which can be demonstrated through sound selling and advertising as filling a need, Bayard E. Sawyer, associate publisher of *Business Week*, told the association, the company is "well on the way to enjoying a good reputation and a rewarding corporate image."

Mr. Sawyer's remarks were based on a survey he had just completed of the ad directors of 50 companies and the heads of as many agencies. The survey was prompted by "the apparent confusion surrounding the term 'corporate image,' to which has been added a degree of wishful thinking, and some zealous overselling," he said.

■ The survey indicated there is "a real area of disagreement" as to whether corporate image advertising is more valuable to the advertiser and the customer than product advertising, he said.

■ "But the result of our survey is pretty conclusive that both product and reputation are important, that neither can be put aside for the other."

More than half of those surveyed responded, said Mr. Sawyer. He added that there seemed to be as many definitions of corporate image as there were respondents. Three questions were asked:

• "Do you agree with this frequently repeated phrase—'A favorable corporate image is the most valuable single product your company has to sell?' Of the respondents, 37% said yes, 51% said no and 12% said perhaps.

• "Assuming that you could not have both, which would you rather have as a competitive basis for doing business, a favorable corporate image or a product line of proven competitive advantage?" Here, 16% favored corporate image, 67% voted for product line and 16% said, "It depends."

• "When designing marketing and sales strategy, is maintenance and development of corporate image a prime concern?" This time 26% said yes, 50% said no and 24% said, "It depends."

■ A Chicago agency president responded: "I personally dislike the term 'corporate image.' I believe all advertising should sell and that the best corporate image advertising is advertising that sells goods. I abhor the type of advertising that tells me how big and how important a company is."

The most important point he wanted to emphasize, Mr. Sawyer said, was that "a major element in any manufacturer's corporate image is the product and what it will do for the customer and prospect. To think that we can put aside the demonstration of what a good product or service will do for the buyer in favor of other elements of the company image or reputation is sheer nonsense. In my opinion," he said, "that's a good way to commit business suicide." #

Financial Admen Elect Page

New York Financial Advertisers Assn. has elected Robertson Page, public relations officer of the First National City Bank of New York, as president, to succeed Kenneth C. Brown of the *New York Times* advertising staff. Other new officers include George Heyne, South Brooklyn Savings Bank, 1st vp; Charles O. Graf, *New York Daily News*, 2nd vp; Robert J. Stiehl, American Bankers Assn., treasurer.

McKesson Sets Yule Drive

McKesson & Robbins Inc., New York, will use rotogravure color in more than 100 newspapers located in 90 markets as the keystone of its Merry Christmas Drugstore promotion in 1960. B&w half pages containing dealer listings will be used facing the pre-printed color pages. A special animated display piece has been prepared for store use.

Alcoa Acquires Cupples

Aluminum Co. of America, Pittsburgh, has acquired Cupples Products Corp., St. Louis, which is engaged in the manufacture of aluminum doors, windows and other products.

Businessman-Farmer Adoption Leader

of Missouri and Kansas

Show this fellow that your product will increase his efficiency, cut labor costs and make him a profit—and he will eagerly buy!

He's today's commercial farmer—the Adoption Leader (the man who is first to adopt new college recommended techniques and apply them). He, and others like him, buy 90% of farm equipment.

He's the "object of affection" for farm marketers—and farm papers, too. We both want to KNOW we *reach* him—then *hold* him.

Farm advertisers must *demand* their media choices zero-in on this Prime Target. The Weekly Star Farmer has come up with the *best proof yet* of commercial farm coverage in depth. It's the sort of proof a man can get his teeth into.

In mid 1959, we started to assemble the membership rosters of every important cattle, dairy, swine and poultry breeders association in Missouri and Kansas. They aggregated *several thousand names.* They're the acknowledged farm leaders of Missouri and Kansas.

Then, we matched the names of these known commercial farmers against the actual Weekly Star Farmer subscriber stencils. Our procedure of verification was simply this, that, given a list of a preferred group of farmers such as, say, the Kansas Hereford Breeders Association, we laboriously checked every single, solitary name on that list against a transcript of our Weekly Star Farmer subscriber stencils.

Name by name. Address by address. No skipping. No projection of one out of 50 or 100. No weighted averages. No Gallup type quickies. No estimating or guessing. No surveys. Just absolute, unadulterated certainty We "counted noses" of the top commercial farmers, one at a time.

79% to 93% of the membership of the rosters checked out are Weekly Star Farmer subscribers.

Graphic, realistic Proof of the Sales Power of The Weekly Star Farmer Missouri and Kansas circulation. Ask a Weekly Star Farmer man to show you—or we'll send—the best proof yet that The Weekly Star Farmer delivers the kind of farmers able and eager to buy what you sell.

Weekly Star Farmer

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GArfield 1-2003

Who reads CHICAGO'S AMERICAN?

"I do," says Maggie Daly

Maggie Daly, prominent fashion commentator and TV personality, is pictured making some last minute adjustments to the costume of her equally famous daughter, Brigid Bazlen, WGN's "Blue Fairy."

". . . and Brigid loves it too. Fashion is my world and few newspaper people know it as Jean Cameron proves she does every day in CHICAGO'S AMERICAN. I wouldn't miss her fascinating comments for the world.

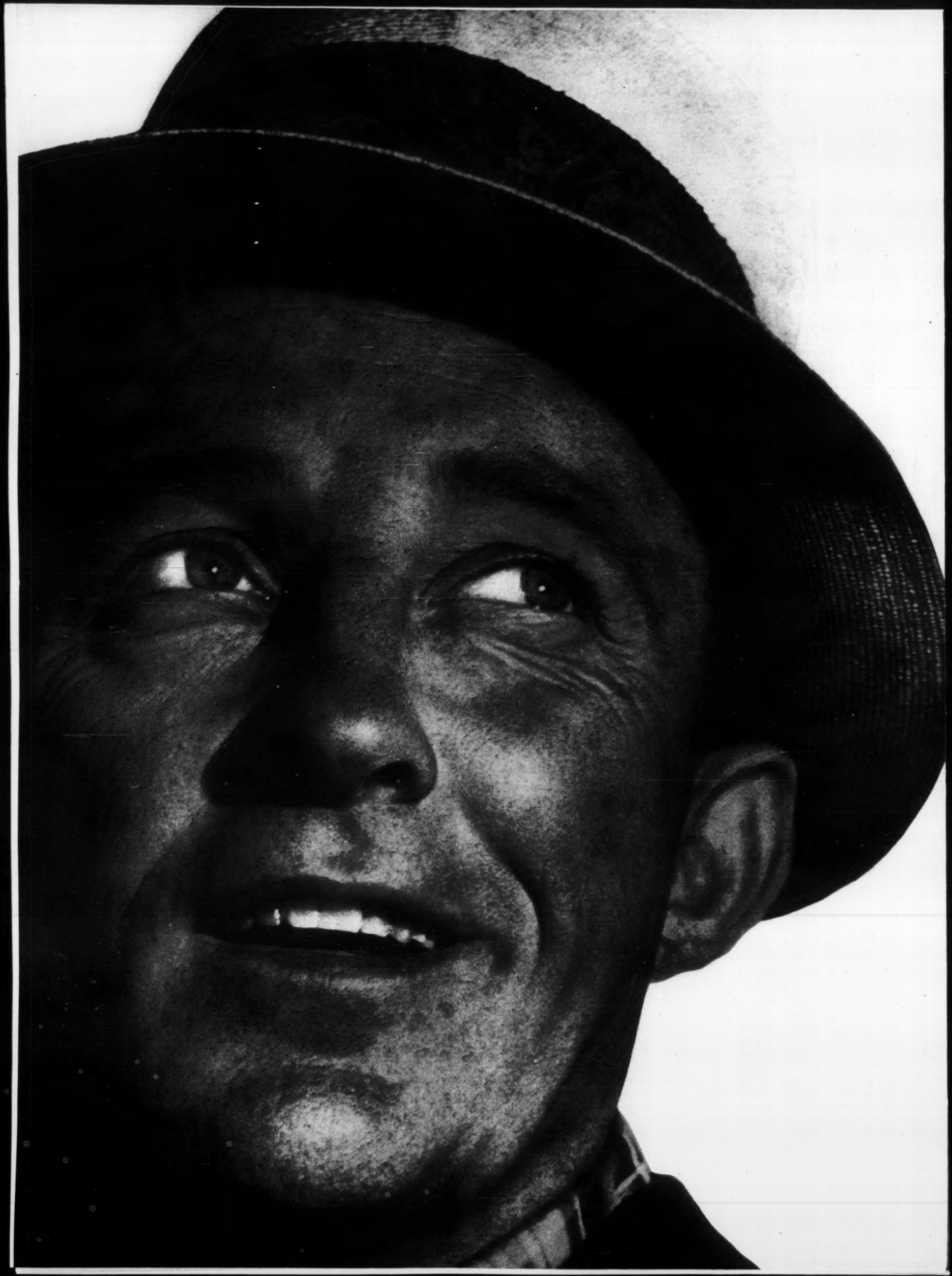
"My secret passion, however, is food...and there is just no one like Mary Martensen. She can't be equalled for really different recipes that are so easy to prepare—yet so wonderful to taste.

"Of course, Brigid is keenly interested in television and motion pictures so she is an avid reader of Janet Kern and Ann Marsters . . . but, believe me, she wouldn't miss the Comics either.

"CHICAGO'S AMERICAN is certainly OUR AMERICAN!"

Maggie Daly

CHICAGO'S AMERICAN



GREAT DAY IN THE MORNING!

All Fall, sold-out signs were going up for the astonishing morning lineup on CBS Radio.

Now see what we've done. To provide advertisers with an exciting new sales opportunity, and to make the morning stronger yet, we're bringing in

BING CROSBY AND ROSEMARY CLOONEY

starting February 29th.

It's twenty engaging minutes of songs and conversation and comedy by a pair who, as they say, need no introduction.

And it comes as the icing on the cake. Here's the finishing touch in a morning sequence which also ("also"!) includes *Arthur Godfrey, Art Linkletter and Garry Moore,* Monday through Friday.

Quite an invitation to listeners.

Quite a place to tell your story —or have Crosby, Clooney and Company tell it for you—on the

CBS RADIO NETWORK!

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed

LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.

BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St | Chicago 175 W. Jackson | San Francisco 100 Bush St

Grey Elects Three New VPs

Alvin A. Achenbaum, director of research, and Robert S. Zimmern and Aldon H. Sulger, account supervisors, have been elected vps at Grey Advertising, New York. J. Gordon Hamilton, formerly sales manager of New England Bakeries, has joined Grey as a merchandising account executive.

Parker Names Schoenmeyer

Howard N. Schoenmeyer has been appointed art director for Parker Advertising Co., Dayton. Prior to joining Parker, Mr. Schoenmeyer was art director with Kircher, Helton & Collett, Dayton.

Withington to Gilbert

Edwin H. Withington, formerly advertising production manager of International Silver Co., has joined A. C. Gilbert Co., New Haven, as advertising manager.

Magazine Reps Name Davis

Donald B. Davis of *Redbook's* ad staff has been elected president of the New York State Consumer Magazine Representatives Club.

Ship Men's Ads Wax Lyrical on Joys of Voyage

Trans Atlantic Group Shifts Emphasis from Dailies to Magazines

NEW YORK, Feb. 2—Trans Atlantic Passenger Steamship Conference is switching from newspapers to magazines in its new consumer campaign, breaking in mid-February.

For the past two years Trans Atlantic's advertising has consisted of 200-line insertions in 56 newspapers in 42 U.S. and Canadian cities. The new schedule calls for a series of color pages in nine magazines: *Atlantic, Esquire, Harper's Magazine, Holiday, Maclean's Magazine, Saturday Review, The New Yorker,* and the U.S. and Canadian editions of *Time.*

"The very nature of the campaign dictated the medium of magazines," ADVERTISING AGE was told by the agency, Ellington & Co.

The new campaign is planned to sell "the emotional experience of a voyage to Europe via transatlantic luxury liner." For example, the opening ad, resembling an editorial page, shows a sunset at sea. Surprinted is the campaign theme, "To Europe with love."

■ Copy is "romantically slanted," beginning: "When the sun goes down at sea, the world holds its breath a moment. Your heart quickens as you watch the waters ignite, then breathlessly see the fiery color extinguish itself, softly slipping your world-at-sea into gentle darkness. What was your day like, on your ship?"

Nowhere on the page is the name of the advertiser. Facing the page, however, is a b&w column of factual copy offering 10% round trip fare reductions during thrift seasons. #

MEDIA SWITCH—*Trans Atlantic Passenger Steamship Conference switches from newspapers to magazines with this color page breaking in the March Esquire and Holiday, the first of a new campaign.*

Bissell Boosts Prince

Robert A. Prince, formerly a sales analyst, has been named administrative assistant-marketing, for Bissell Inc., Grand Rapids, Mich.

Contest for Western Publications Revived

The ninth awards of merit contest for outstanding western business publications has been revived this year by the Western Society of Business Publications. The 1960 contest will give recognition to editors, publishers and trade magazine staffs in the 11 western states, Hawaii and Alaska who have produced outstanding issues and special articles during 1959.

'Forbes' Boosts Three

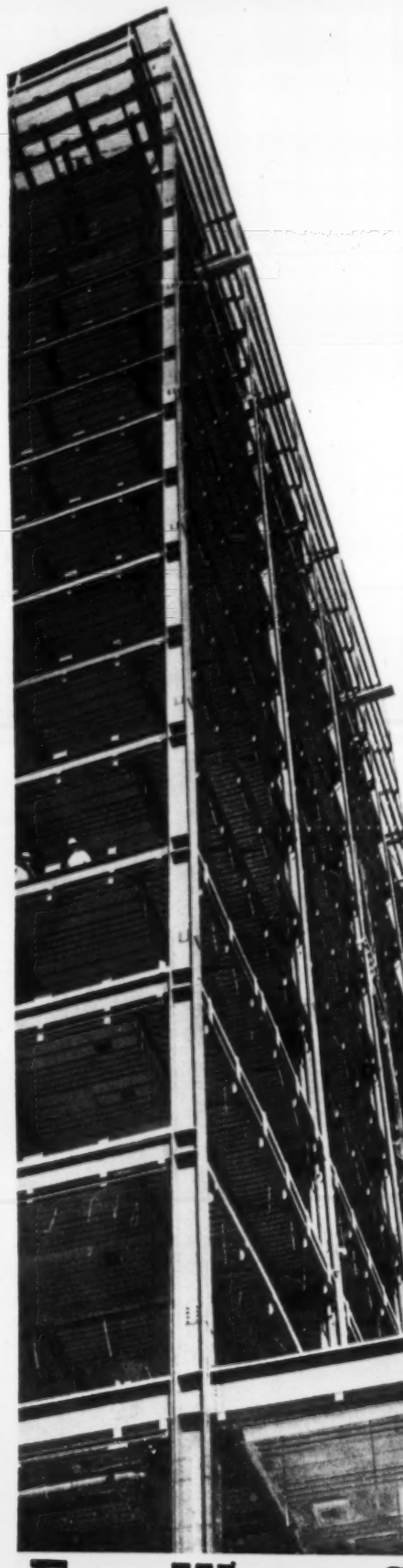
Dan Humphrey, manager of the Cleveland office of *Forbes,* has been named midwestern manager in charge of both Chicago and Cleveland offices. At the same time Clarke Williams will become resident manager in Cleveland, while Ken Nicklas becomes resident manager in Chicago, succeeding Arthur Carwardine, who has resigned.

Augustine Joins Agency

Raymond O. Augustine, formerly ad manager for Mallory-Sharon Metals Corp., Niles, O., has been appointed space buyer for Griswold-Eshleman Co., Cleveland.

Chilton to Sussman & Sugar

The book division of Chilton Co., Philadelphia, has appointed Sussman & Sugar, New York, to handle its advertising.



Metropolitan Fort Worth is z-o-O-ming!

Everything is z-o-o-m-i-n-g skyward in the Fort Worth Metropolitan Area. Population now 618,000. Effective Buying Income now $1,093,684,000. Total Retail Sales now $715,707,000 . . . and estimates of Fort Worth's population growth indicate an increase of 43% between 1957 and 1975. The rich Fort Worth Metropolitan Area is covered thoroughly everyday by only ONE newspaper . . . the

FORT WORTH STAR-TELEGRAM

. . . with 86.5% daily coverage of Fort Worth homes and 66.7% on Sunday, plus a bonus coverage of 99 rich counties in thriving West Texas.

Shown here is the new 10 million dollar, ultra-modern, 18-story First National Bank building in Fort Worth, scheduled for completion early in 1961.

FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

IN MASON CITY, MARION,

THE PLACE TO BE IS
KGLO-TV

• FIRST IN COVERAGE!*
• TOPS IN PROGRAMMING, AND RATINGS!**
CBS (Of course)
• LOWEST COST PER THOUSAND!

*NCS #3

KGLO-TV
MASON CITY, IOWA

one of the FORWARD GROUP
KGLO · KGLO-TV · WMT-TV · KHQA-TV · WTAD

See Branham Co.
National Representatives

Why are so many informed advertisers NOW using Nation's Business?

TRANSPORTATION ADVERTISERS-JAN.-FEB. ISSUES-1960

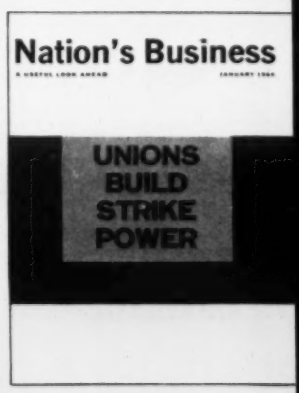
International Harvester Trucks	Beech Aircraft	National Truck Leasing	Eastern Express, Inc.
Air Express	American Motors	Chevrolet Trucks	
Association of American Railroads	American Trucking Association		
Greyhound Package Express	Hertz	Baltimore & Ohio Railroad	

To get more corporate executives . . . without the corporation wives. Advertising costs being what they are today, it's a highly expensive luxury for business advertisers to use magazines which have an equal appeal for executives' wives. Few of them will buy trucks. Or business machines, or business insurance.

That's why a growing number of advertisers are turning to NATION'S BUSINESS. Practically all of its 750,000 subscribers are businessmen. Twenty-three thousand are executives in 499 of the top 500 industrial corporations. The rest manage some 500,000 other companies that also are large-scale users of trucks and transportation services. *These* customers can't be reached by advertising in any other management magazine —none has enough circulation.

With NATION'S BUSINESS, you tell your story out in the territories where your salesmen and distributors are working. And you get direct sales action: leads to follow up—many of them medium-sized prospects your salesmen seldom have time to call on.

So . . . if you want to move deep into the nation's business where there's plenty of new business—and added business—to be had (*and do it economically without paying for a lot of "non-working" circulation*), NATION'S BUSINESS is the magazine to carry your advertising. More and more informed advertisers are using it.



YOU USE NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

Schaefer Shifts Beer Ad Stress Into Radio-TV

NEW YORK, Feb. 2—"Whaddya hear in the best of circles?" For one thing, you'll be hearing more about Schaefer beer, as the brewer channels most of its newspaper money into broadcast advertising.

Schaefer, which has used a combination of print and radio-tv in the past, now will concentrate on the latter in order to increase its frequency, John Nemesh, advertising manager of the brewery, told ADVERTISING AGE. The brewer has found that air media do an effective job of selling the product, he added.

The company carried ads in about 100 newspapers in its 13-state northeastern marketing area in 1959. This year Schaefer intends to use the medium only in the New York metropolitan area, with a minimum of 26 color insertions in the Sunday supplements of the *New York News* and the *Newark Sunday News*.

Another change in the brewer's advertising efforts will be a shift from local tv program sponsorship to spot tv announcements, in a further effort to gain greater frequency.

■ "We have never used announcements to any degree outside of New York," Mr. Nemesh said, "but as soon as our contracts run out on sport shows and syndicated series in those areas, we will convert to spots."

The brewer is running spots on approximately 125 am stations, with schedules varying from about 15 to 70 announcements per week. The radio ads for the newest wave of the continuing campaign are expected to start in most markets by mid-February, except in the summer resort region, where they will be delayed until late May or June. Tv spots will be run on about 10 stations, with greatly varying frequencies.

■ A new series of 10-second, 20-second and minute announcements is being scheduled, built around the brewer's established theme, "Whaddya hear in the best of circles?"

In New York, Schaefer will continue to back local programs, with a schedule of professional hockey, pro basketball and thoroughbred racing live shows running through March 19.

Agency for the Brewer is Batten, Barton, Durstine & Osborn. #

Sanders to Fensholt

Monte J. Sanders has joined the Fensholt Advertising Agency, Chicago, as vp. Mr. Sanders has served as vp in charge of account services, Klau-Van Pietersom-Dunlap, Milwaukee, for the past six years.

Prestige Group Boosts Rate

The Prestige Group of Select Circulation Magazines, national representative for regional society magazines, has added six publications to its list, increasing circulation to 186,000 in 14 markets. Added were *The Register*, Baton Rouge, La.; *Independent*, Kansas City; *Let's See*, Milwaukee; and the Madison, Wis., Minneapolis and St. Paul editions of *Select*. Ad rates have been increased from $3,450 to $6,209 per b&w page.

Terry Marks First Birthday

Terry, Gray-Schwartz & Harris, Chicago, celebrated its first anniversary with the announcement that the agency currently is billing $1,000,000. Ron Terry, president, former radio-tv performer, started the agency last year with several retail accounts and a staff of four. The agency now has 32 local, national, industrial and regional accounts, and its staff has increased to 18.

Movie Attendance Rises

Nearly 2,500,000 more Americans went to the movies during an average week in 1959 than in 1958, according to the Theatre-screen Advertising Bureau. Average weekly total attendance in 1959 for both conventional and drive-in theaters was 41,954,000, compared to 39,621,000 in 1958.

Walker Offers Big Board

Walker & Co., Detroit, has introduced a 16 x 50' salesboard, called "the big one." It is available in four, six or eight-month showings.

Bloch Adds Vita Cee, Osage

Vita Cee Co., producer of fruit juice drinks, and Osage Charcoal & Chemical Co., both St. Louis, have named H. George Bloch Inc., St. Louis, as their agency.

IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must! Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

Preferred reading

says **RICHARD C. CARR**
Manager, Advertising and Sales Promotion
Chemicals Division,
Olin Mathieson Chemical Corporation

"Reading Industrial Marketing is so worthwhile that I have two subscriptions—one at home and one at the office. Of course, the office copy is routed to all members of the department. It seems that every issue of IM has something we can put to immediate use."

Although his academic major was in chemical engineering (B.S., Yale), Mr. Carr has devoted his professional career to advertising and related areas. Before coming to the Mathieson Chemical Corp. in Baltimore in 1953 (the year before it merged with Olin Industries to form Olin Mathieson Chemical Corp.), he had done agency work and had held such advertiser posts as manager of general advertising for Westinghouse and assistant director of public relations for Koppers. The Chemicals Division of Olin Mathieson, which Mr. Carr serves as manager of advertising and sales promotion, markets a wide variety of products from bulk chemicals to specialties, and chalks up a sales volume of over $125,000,000.

says **RICHARD W. SMITH**
Director of Advertising
American Air Filter Company, Inc.

"Through the years, Industrial Marketing has done an outstanding job in establishing the 'ground rules' for a close working relationship between management, sales and advertising. As a result, IM is read and accepted at all levels of our organization."

Mr. Smith's record in advertising dates back to 1928, and includes both advertiser and agency experience. With the exception of the World War II period, during which he attained the rank of captain in the Corps of Engineers, he spent the years between 1935 and 1955 as an account executive—first for The Griswold-Eshleman Co. in Cleveland, and later for Doe-Anderson Advertising Agency in Louisville. Mr. Smith joined the American Air Filter Company as director of advertising four years ago. He guides an advertising program which, in 1958, earmarked $220,000 for space in business publications.

Atlantic TV Reorganized

Atlantic Television, New York, tv film distributing company, has been purchased from the estate of Robert Savini by Franklin F. Bruder, who is also exec vp and treasurer of City Stores Mercantile Co. Mr. Bruder will serve as chairman of the board and Alfred H. Morton, formerly a tv-radio station management consultant, has been named president. James V. McNamara, previously assistant general manager, at WALA-TV, Mobile, Ala., has been named Atlantic's general sales manager (AA, Feb. 1).

Ford Motor Names Dykeman to Replace W. D. Kennedy

Ford Motor Co., Detroit, has appointed C. H. Dykeman publications manager and editor of the "Ford Times," succeeding W. D. Kennedy, who retired recently. Mr. Dykeman joined Ford in 1947 as managing editor of the "Ford Times" and in 1948 began publication of the "Ford Dealer." J. L. Naylon will succeed Mr. Dykeman as manager of the dealer publications department and Walter Murphy has been appointed manager of the newly organized program development department.

Silver-Kay to Launch Push

Silver-Kay Corp., Manchester, N. H., subsidiary of Cott Bottling Co., will launch a campaign Feb. 1 for its new Old Holland Beer shampoo. Media will include newspaper, radio and tv in New England. Jerome O'Leary Advertising, Boston, is the agency.

Nielsen Names Nickelson

A. C. Nielsen Co., Chicago, has appointed Harry E. Nickelson exec vp in its retail index division. Mr. Nickelson joined Nielsen in 1941 and was elected a vp in 1954.

H-R Opens St. Louis Office

H-R Television and H-R Representatives, New York, station representatives, have opened a St. Louis office at 915 Olive St. Art Kelley, formerly with the Chicago staff, has been named manager of the St. Louis office, the companies' 11th branch. Vernon Heeren, previously with NBC Spot Sales in Chicago, has joined the Chicago sales staff of H-R Television.

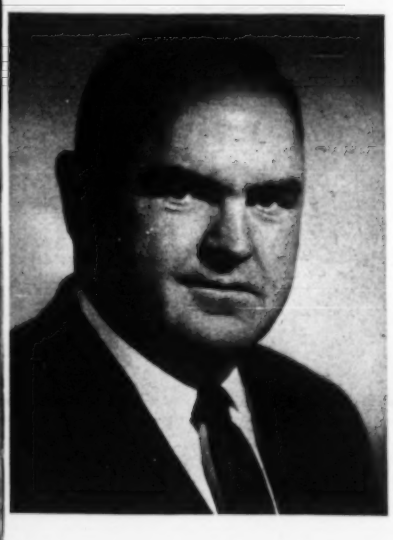
KBON, KLMS Exchange News

KBON,Omaha, and KLMS, Lincoln, Neb., have formed Nebraska Gateway Group to provide a continuing exchange of service features, news and ideas between the stations. Both stations have named Forjoe & Co. as their national representative. KBON was formerly handled by Daren F. McGavren Co. and KLMS by Philadelphia Spot Sales.

D-F-S Names 2 Copywriters

Rees Behrendt, formerly with McCann-Erickson, has rejoined the New York office of Dancer-Fitzgerald-Sample, New York, as a copywriter. William Jackson, formerly with N. W. Ayer & Son as a tv creative supervisor, has joined D-F-S as a senior copywriter.

...with men who make industrial advertising



says **RUSSELL C. DOYLE**
President
Doyle, Kitchen & McCormick, Inc.

"A reader and subscriber to Industrial Marketing for more years than I can remember, I find it is the one advertising trade magazine that I invariably check whenever a mail survey questioning my reading tastes comes across my desk. Although there are, of course, many other subscribers in our organization, I route my copy through several account, copy and production people."

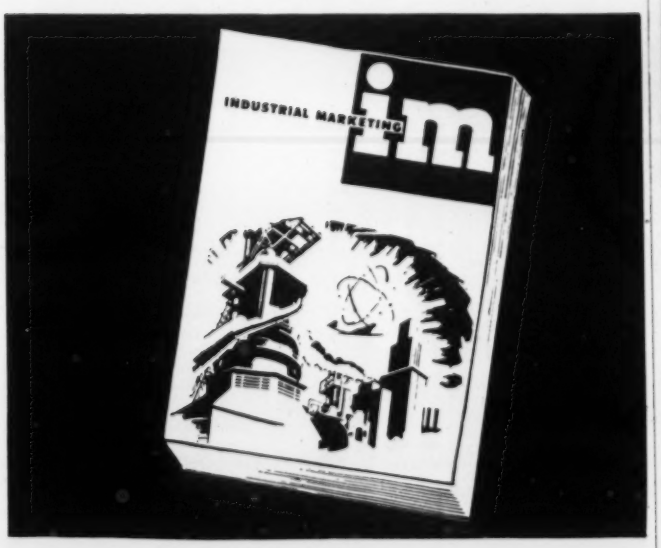
A versatile adman, Mr. Doyle received training in media and production before being assigned to the copy department at Doyle, Kitchen & McCormick. He switched to the account side of the business (after a five-year stint as copy director) when this New York agency acquired the Mack Truck account in the mid-'40's. Positions of greater responsibility followed during the next decade (vice-president and director; executive vice-president), and in 1958, he was elected president of the firm.
One of the country's leading agencies in the placement of business-paper advertising, Doyle, Kitchen & McCormick spent more than $2,700,000 in the business press last year. In addition to Mack Trucks, its clients include such important industrial advertisers as the Colorado Fuel & Iron Corp., the American Bosch Arma Corp. and the Okonite Co.

INDUSTRIAL MARKETING

The magazine of selling and advertising to business and industry

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (13 issues) $3*



FIRST RATING!

#

SYNDICATED SHOW IN SEATTLE

"THE FOUR JUST MEN"

51.6%
SHARE OF AUDIENCE

25.5 RATING

Tops combined competition in this 4-station market. Wallops: Sea Hunt, Highway Patrol, The Vikings, Rescue 8, Whirlybirds.
Pulse/October, 1959

ITC
INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

Penn & Hamaker Leagues With Foreign Agencies

Penn & Hamaker, Beford, O., has announced reciprocal arrangements with agencies in London and a dozen other European cities. The overseas agencies will provide P&H with product analysis, marketing, public relations and media selectivity for clients doing business in European markets.

Koenig to Carter Carburetor

Donald V. Koenig, formerly assistant public relations director of International Shoe, has been appointed to the newly-created post of product publicity manager of the Carter carburetor division of ACF Industries, St. Louis.

Norman, Craig Eyes European Operation

NEW YORK, Feb. 2—Norman Craig & Kummel plans to expand internationally.

The agency has formed an international service division and is looking for facilities in Europe. B. David Kaplan, exec vp and treasurer, left for Europe this week to investigate the possibilities of a merger, acquisition or establishment of entirely new branch offices.

The agency already has a branch—Norman, Craig & Kummel S. A.—in Jamaica to service the Jamaica tourist account, and this office has also been placing Latin American advertising for other clients—Chanel Inc., Ronson and Willys Motors.

Norman B. Norman, president, said the international expansion was dictated by increased client demands for such service. #

14% of Newsprint Owned by U.S. Publishers

U. S. publishers own wholly or in part 14.6% of North American newsprint production capacity, according to the trade publication, *Newsprint Facts*.

The publication said the capacity of mills which U.S. publishers own outright or hold an interest in totals 1,430,000 tons. This compares with a total North American tonnage potential of just short of 10,000,000 tons, it said.

Newell Joins D'Arcy

Thomas M. Newell has joined D'Arcy Advertising Co., St. Louis, as director of research. Mr. Newell was formerly with Alfred Politz Research. J. Robert Mudd will continue to serve as manager of the research department.

'Life' Boosts Sutherland

Arthur T. (Jim) Sutherland, on the sales staff of *Life* since 1949, has been appointed assistant New York manager, a new post.

Typographic Headquarters for the Sixties!

Here Type Can Serve You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

LIFE
LIFE
LIFE

Joe...

Years ago, an infant was teething on an Irish setter's ears. He used the dog as support in his first try at two-legged transportation. Since that time, Joe Stetson has repaid these early services a thousandfold as dog breeder, exhibitor, judge of bench shows and field trials, and as Field & Stream Dog Editor of eleven years' standing. Joe is shown (above right) presenting the Field & Stream Perpetual Challenge Trophy to the owner of Prince Tom III, National Cocker Spaniel Champion. Because he taught the natural sciences for years, Joe balances clinical objectivity with his deep appreciation of man's best friend. To many, he is regarded as dog's best friend.

On a random day you might find Joe hunting with dogs, judging or training them, or doing research in canine medicine and psychology. On a particular day—February 9th—you can see and hear him comment on the Westminster Kennel Club Show at Madison Square Garden over a wide television hook-up. As an outstanding authority, he has broadcast dogdom's greatest event for the past eight years.

A-u-t-h-o-r-i-t-y. It's a hard thing to come by because it has to be earned—as a magazine's reputation, for example. 65 years of continuous publication, plus a top-flight staff of authorities like Joe Stetson, has earned Field & Stream the reputation of "America's No. 1 Sportsmen's Magazine." The 1,100,000 Field & Streamers and their families are dedicated outdoor enthusiasts who won't accept anything *but* authority. And when you have top authority, you get advertising results. The two go hand-in-hand.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

This Week in Washington . . .

Does FCC Try to Outguess High Court?

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 4—For the past two months the Federal Communications Commission has listened, and listened, and listened. If the commissioners are less confused about their authority to regulate radio-tv stations, they are indeed men of intellectual stamina.

The commission wanted to know what could or should be done to prevent recurrence of "payola," plugs, phony advertising and rigged quiz shows. It is buried under an avalanche of testimony which says it can't and shouldn't do anything.

The industry which was most concerned in the investigation contended the best way to resolve the situation is to exercise even less government supervision than in the past.

■ Some of the most erudite discussions in the hearings came from people who are trying to outguess the Supreme Court. The commissioners are required by law to see that radio-tv applicants operate in the public interest. But these witnesses claimed any commission rules or findings with respect to programming would involve illegal censorship.

Chairman John Doerfer has given this censorship issue a workout. In the emotional stress of the moment, he fears the commission might be tempted to tighten its supervision of programming to the point where it would be a "supreme board of censors."

The censorship issue arises because the law specifically bars the commission from censoring programs. But is it censorship if the commission merely establishes a formula and says, "We find that the 'public interest' requires that stations offer the community a reasonable amount of programming in such fields as education, religion and public affairs?"

■ For 25 years the commission seemed to be at peace with the censorship issue. It decided that Congress expected that broadcasters would provide "balanced" programs for their communities. While it conceded that it could not judge individual programs, the commission put stations on notice that their record would be measured against a formula which required them to offer a fixed percentage of particular types of programs.

If FCC's formula involved illegal censorship, neither the Congress nor the courts have said so. However, those who raise the censorship issue contend that regardless of what the FCC had been able to do in the past, the rule has to be considered in the light of today's conditions.

What kind of contingency can a licensing agency demand in return for a benefit?

Many years ago, publishers challenged a Post Office rule which requires that editorial-type advertising carry the slug: "Adv." The Supreme Court decided the first amendment didn't apply. As a matter of public policy, it said, the Post Office could require this concession in return for the second class postage rate.

Would the courts hold today that it is within reason for FCC to obtain "reasonable" programming commitments in return for the frequency it makes available to the broadcaster?

■ From a legal standpoint, those who raise the censorship issue believe the courts are increasingly reluctant to tolerate federal rules which leave a sword dangling over the heads of people who engage in publishing or broadcasting. Only last month, for example, the Supreme Court tossed out a Los Angeles law punishing booksellers for handling obscene books. The court said a bookseller can't be expected to know everything in every book he handles. If the Los Angeles law stood, the court complained, booksellers would be afraid to carry controversial books. The mere existence of such a law might result in books being withheld from the public.

The fact that FCC has asked about programming for 25 years isn't persuasive with these people.

"True, broadcasters complied without making an issue of it," they say. "On the other hand, the commission renewed licenses without even raising its eyebrow at the 'music-news' formula stations. No license was revoked for bad programming, and no court has ever passed on the issue."

■ During the recent hearings, the "balanced program" concept was attacked as technologically outmoded, as well as illegal. Industry witnesses pointed out that most communities now have so many radio stations that the need for "balanced" programming on every station no longer exists. In radio, at least, they say the listener has so many choices that competition will resolve the problem.

Several commissioners, particularly Commissioner Frederick Ford, think a statistical report isn't much help in evaluating the performance of a station anyway. He advocates a "narrative report," outlining the steps the broadcaster has taken to determine the needs of his community. This makes the broadcaster stop and think about his obligations, he says. Also, it ducks the censorship issue, since the broadcaster sets his own standard, and the commission merely holds him to it.

Many industry witnesses like the narrative report, because it gives more freedom to the stations.

■ CBS President Frank Stanton is a skeptic. He predicted the commission would inevitably look behind the broadcaster's proposal, to determine whether his programming really does meet the needs of his community.

At times it was like "Alice in Wonderland."

"You can't ask us about programming without getting into censorship," the commission would be told. "But you can use our programming performance in order to judge the character of the licensee."

Until now the commission has been contending only with the public and the witnesses from the broadcasting industry. As it sits down to reach a decision, it soon must have a reckoning with Congress.

■ If the commission goes back to Congress and asks for legislation, what kind of reception will it get? There's some feeling the commission may get its ears boxed. Many congressmen feel the commission's job is to enforce the act, instead of trying to outguess the courts. #

PHOTOGRAPHED AT CHASE MANHATTAN BANK—PARK AVENUE & 51st STREET

No matter what newspapers may cross a banker's desk, the AMERICAN BANKER is the only one he reads exclusively from the standpoint of his day by day business activities.

When he has the AMERICAN BANKER before him, he is thinking in terms of bank operations. If you have a message which fits into this picture, use of the AMERICAN BANKER is a must.

■ Banks wishing to strengthen their inter-bank relations ■ Equipment manufacturers with products to sell banks ■ Investment firms with stocks and bonds to market ■ Corporations, insurance companies and area development organizations with an advertising story to place before the bankers of America ~ all these categories of advertisers prefer the AMERICAN BANKER ahead of any other trade and general medium for reaching banks . . . *as proven by the record.*

Let your advertising benefit from this specialized "readership point of view." *Advertising to bankers* belongs in the . . .

American Banker

The Only Daily Banking Newspaper
32 Stone Street New York 4, N. Y.
It's the news that makes it different and preferred

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

What other medium can give you

3 SUCCESS STORIES IN A ROW?

These stores have your best Back-to-School buys!
BLUE BELL WRANGLER jeans in sizes for all-
Hey, Mom! We have your best Back-to-School buys!
BLUE BELL WRANGLER jeans in sizes
The whole team wears 'em!
BLUE BELL WRANGLERS
are a great back-to-school buy!
BLUE BELL
'57
'58
'59

Blue Bell Inc.—world's largest producers of work and play clothes—reports solid sell-out of Wrangler Jeans for three consecutive years through use of the Metro Sunday Comics Network.

In 1959, a single third-page ad sold 3 *million* dollars at *wholesale*...effected through 5,000 tie-ins with leading retailers.

Why? How? Read Mr. Considine's letter!

BLUE BELL INC.

World's Largest Producer of Work and Play Clothes

N. A. CONSIDINE, DIRECTOR
ADVERTISING & SALES PROMOTION

16TH FLOOR
EMPIRE STATE BUILDING
NEW YORK 1, N. Y.

Mr. E. L. Baumiller
Eastern Sales Manager
Metropolitan Sunday Newspapers, Inc.
260 Madison Avenue
New York 16, New York

Dear Ed:

In answer to your inquiry I am pleased to report our experience in using Sunday Color Comics in our advertising.

1959 was the third straight year in which our "Back to School" Wrangler Jean promotion, featured exclusively in the Comics medium, was an outstanding success. It actually exceeded the sales of the two previous years by a significant degree.

This year in excess of 5,000 retail stores tied in with our store listing offer in your medium involving sales of almost $3,000,000. at our selling price - not retail.

Your flexibility of market selection, and dealer listings by cities once again contributed greatly to the success of our Wrangler Jean promotion.

Perhaps the best testimonial to our faith in your medium is the fact that next year it will, for the first time, form the real backbone of Blue Bell's advertising program.

Cordially,

BLUE BELL, INC.

N. A. Considine, Jr.
NAC/pcw
December 18, 1959

M-102

METRO SUNDAY COMICS FORMULA FOR SUCCESS

Market Flexibility • Copy Flexibility
Dealer Listing Flexibility *plus* Highest Family Readership of *any* medium!

...The Largest Audience in Print—over 19,000,000 circulation!

METRO COMICS

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue • New York 16, N.Y. • HUrray Hill 9-8200

Chicago 11, Ill., 1710 Tribune Tower • **Detroit 2, Mich.**, New Center Building • **San Francisco 4, Cal.**, 155 Montgomery Street • **Los Angeles 5, Cal.**, 3460 Wilshire Boulevard

Use 'Sunday Punch' Advertising to Sell Farm Market, Says D'Arcy's Lee

CHICAGO, Feb. 2—Kent Lee, vp of D'Arcy Advertising Co., yesterday told agricultural advertisers to pep up their ads, asserting that the concept of power, applied to farm equipment marketing, represents the only way to take customers away from competition.

"It takes more advertising power in broadcast and print media to get a customer away from a competitor than it does to hold a customer," Mr. Lee said. "Yet too few of us are willing to go into the ring and throw a Sunday punch that will knock the competition through the ropes."

He told the Chicago Area Agricultural Advertising Assn. that too many advertisers are distributing their budgets "more or less evenly" across the entire marketing territory. "This dribble and drab method," he said, "may look good on departmental charts, but it usually doesn't even come close to affecting the total brand switching that is possible with a more aggressive policy."

Mr. Lee said there is a tendency to be competitive in advertising impact, "but only competitive.

"In other words, everybody's watching his competitor instead of watching his potential customer," he noted.

■ "It takes power advertising to put a little germ of an idea into the mind of a man or a woman about to make a purchase," he continued. "Little 'anti-bodies' are immediately sent out by the prospect's mind to brush off that irritating germ of an idea which will cause some inconvenience or some change of habit from established purchasing grooves.

"If the advertiser doesn't immediately send helpers to that little fighting germ of an idea," he added, "it will die before it can get a good hold—before it can generate help of its own.

"A little bit of print, a little bit of broadcast . . . creates a situation that's too long between calls," said Mr. Lee. "The big boys in the same field can blast you off the prospect's mind."

He advised the farm advertisers to "get one medium, whichever medium is best for your product, and ride it hard" with its entire advertising budget. "Be the biggest wheel in that medium," he said, "and then, with any money you may have left over, select the second best and the third best medium to do the job."

The need for more creativity in farm ads was urged by Mr. Lee. He said "today we find these better educated, more sophisticated farm families with wants and desires very similar to their brothers and sisters in the city."

■ He noted that farm equipment ads usually picture "a square halftone of a hot, tired, sweaty farmer riding a tractor in the middle of a half-plowed field." In comparison, he asked, "How often do you see General Electric or Hotpoint or Whirlpool showing a picture of a beautiful new, 14 cubic foot, gleaming porcelain enamel refrigerator and show the woman down on her knees cleaning out the darn thing?

"Why not take that poor farmer down off that tractor seat?" Mr. Lee asked. "Why do we usually show him dirty, sweaty, completely beat, riding a tractor all by himself out in the middle of a field, and then say, 'Do more acres in a day, save money, save fuel.' For my dough, you could add—'There must be a better way to make a buck'."

■ He asked if farm advertising words—"time-saving, fuel-saving, money-saving"—must necessarily be tied to "this poor guy out there in the burning mid-day sun, where only fools, mad dogs and Englishmen would be?"

Although the farmer is both an industrial buyer and a consumer, Mr. Lee noted, "his rationale in these purchases cannot be so easily isolated. Therefore, we must ask ourselves, is our advertising doing these four jobs:

• "Is it appealing to the anticipatory aspirations of today's farmers?"

• "Do the appeals stimulate action that will benefit him personally? It must result in a better, more comfortable and satisfactory life for him."

• "Does our advertising properly consider the alternate purchasing opportunities available to him? In a dynamic, competitive market, his purchasing decisions become more marginal, and choices are more fine."

• "Are we keeping up with the fast changing market?"

■ Mr. Lee said that in most cases "short copy has no place in farm advertising, unless short copy tells all there is to be told about the product. You're advertising to a man that's running a one-man business. To whom can he turn for advice?"

He noted that advertisers may say they just want to create a brand image because they've got thousands of distributors and salesmen out in the field. But in a recent survey, he added, of 1,000 farmers questioned about how often farm equipment salesmen call on them, 48% said none called on them last year.

Only one salesman called on 12½% of all questioned during the past year; 13% said they had two calls, Mr. Lee added.

"Now, if you can't count on having your so-called distributors, jobbers and retailers go out there and call on the farmer, then does it make sense to you that you must take over the job of doing the selling in your advertising? Usually this means long copy—the full selling story," Mr. Lee said.

He noted that it makes sense to advertise powerfully even if you have good strong salesmen in the rural territory, "because . . . it is better to have a farmer hear your full story twice—once from you and once from your local retailer—than not to have him hear it at all."

Mr. Lee summed up the power concept as it applies to farm advertising—"size, color, the full story, the impact of wonderful salesmanship in print; or just as well, wonderful, carefully worked out salesmanship tied in with merchandising in broadcast."

He said, "If you have a lifetime to pull a small-space campaign, go ahead with the reader type ads. If you think that the steady drip, drip, drip will wear away a marketing groove for you in the rough granite of today's competition, go ahead. But you might find that three flash floods of total selling power a year would give you a bigger, broader, river bed for sales in one-tenth of the time." #

National Catholic Family Magazine

Produces Magnificently
APRIL ISSUE CLOSES FEB. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

A completely different and

The most CREATIVE AND AGGRESSIVE SALES FORCE in the business of newspaper representation . . .

MOLONEY, REGAN & SCHMITT

This forward-looking company is led by a group of outstanding executives and is strongly staffed by both number of salesmen as well as salesmen of fine abilities.

Our branch managers from coast to coast are men of high reputation in their territories.

Our total sales force consists of 72 salesmen . . . and our entire solid organization is comprised of 155 experienced personnel.

We are a real selling organization with the complete responsibility for selling all contacts outside city of publication — and have earned, by dedicated service to the newspaper industry, the reputation of leadership which we enjoy, not only among newspaper executives, but also with advertisers and agents.

We may sometimes oversell — but we never undersell. Our only business is newspaper advertising; we have no division selling competitive media.

We know that newspapers are the best advertising medium.

Nets' Annual Show Juggling in Full Swing

(Continued from Page 3)

sponsored by the Teamsters union.

Pat Boone, whose future is now being weighed by Chevrolet, may reappear in an hour show—perhaps on Saturday night—next fall.

CBS

Except for Revlon's early disillusionment with "Big Party" and Westinghouse's cutback on the "Desilu Playhouse," this has been a fairly stable season for CBS.

Revlon kept the Thursday "Party" time period for a new weekly variety revue, thus dispossessing one of tv's most lauded dramas, "Playhouse 90." There will be some more "90s" but they will be fitted into the schedule as specials.

Warner-Lambert and Pharmaceuticals are deserting "Person to Person" at the end of March, but Allstate Insurance will come in as alternate sponsor to keep this international interview program alive at least through September.

Last week American Home Products brought in Kate Smith as a replacement for "Masquerade Party," which promptly reappeared on NBC with Block Drug Co. and Hazel Bishop in for short term buys. Polaroid has taken some short term relief on the Garry Moore program from Scott Paper Co.

No audience puller as an hour show, "The Lineup" has given way to a new George DeWitt variety program. Hazel Bishop returned to network tv with a four-week participating buy on this one. Manhattan Shirt Co. will present segments of this program as part of an Easter and Father's Day campaign. This buy will start March 13.

Westinghouse, which will be spending approximately $6,000,000 to cover the Presidential nominating conventions, campaign and election on CBS radio and tv, cut "Desilu Playhouse" to an alternate week schedule. A dramatic film series will come in to share the time, with P&G as backer of the first play. Westinghouse drops the "Playhouse" in June.

Shows that are said to be shaky include "Hotel de Paree" (Liggett & Myers and Kellogg) and Betty Hutton (General Foods).

NBC

By far the most maneuvering is going on at this network. Key move was the Tuesday night shakeup. The expensive Hubbell Robinson-produced "Ford Startime" ("TV's Finest Hour") series was shifted to an early time spot to avoid sharing the audience with CBS's Red Skelton and Garry Moore. Arthur Murray's dance session moved to a later period and "M-Squad" was shifted from Friday night. "Fibber McGee and Molly" were canceled by Standard Brands and Singer.

Off the Monday schedule went "Richard Diamond" (Helene Curtis) and "Love & Marriage" (Noxema). Filling their time periods will be "Riverboat," with Noxema, Standard Brands, Sunshine Biscuits and Sterling Drug, which now has participations on 11 shows on this net. "Riverboat" moved from Sunday, where it had been partly sponsored by Corn Products. This series was replaced by another MCA adventure film, "Overland Trail," with Standard Brands, P. Lorillard, Sterling and Breck as co-backers.

Another Sunday show, the "Loretta Young Show" lost one of its sponsors, Philip Morris, when the network decided to slot re-runs of Miss Young's dramas in the daytime. The cigaret company was replaced by Warner-Lambert. PM hasn't decided to renew its alternate week on "Trouble Shooters" yet.

P&G will fade "Wichita Town" as of April, "People Are Funny" (Greyhound on alternate weeks) will move in as a replacement. Renault moved out of the "Law of the Plainsman," with Sterling Drug and Standard Brands coming in.

The program that will take over for "People Are Funny" on Friday nights has not been selected. Gillette has reported that NBC wants to discontinue the Friday night fights in June, but the advertiser would like to continue this long-time sports attraction. The network programming chieftains have given no hint as to what they prefer to boxing.

Dropped from the Saturday lineup were "It Could Be You" (Pharmaceuticals) and "Five Fingers" (participating sponsors). Their respective successors: "World Wide 60" (sustaining) and "Man from Interpol" (Sterling Drug). On the same night Liggett & Myers has bowed out of "Bonanza," but Du Pont and Gold Seal have joined the list of participating advertisers. #

FIRST—*Fox De Luxe Foods is running four-color pages in institutional, restaurant and drive-in trade publications for its frozen, cooked turkey rolls. The first insertion, shown here, appears in the February Institutions Magazine. R. Jack Scott Inc., Chicago, is the agency.*

thoroughly modern national sales force

OFFICERS

Herbert W. Moloney
President

William J. Schmitt
Executive Vice President

Ingraham Read
Sr. Vice President

Herbert W. Moloney, Jr.
V.P. & General Manager

Max Theodor
Treasurer

EXECUTIVES

Robert H. Lambert, Sales Manager

Group Supervisors*

Bill Black
Wilson W. Condict
Charles Lee
Richard Matula
James D. McLean
Edward T. Parmelee
Robert T. Willigan
L. Paul Woehlke

Department Managers

John Musgat —*Sales Development*
Thomas J. Craddock — *Promotion*
F. L. McTague — *Research*
James M. Carnival — *Sales Service*

BRANCH MANAGERS

Dave Altmeyer — *Chicago*
Bob Erickson — *Detroit*
Carl Brandt — *Philadelphia*
Ed Loftus — *Dallas*
Walter North — *San Francisco*
Clark Biggs — *Los Angeles*
Jim Murphy — *Boston*
Warren Harris — *St. Louis*
Pat Bohan — *Miami*
E. G. Hoffsten — *New Jersey*

The entire selling staff is strongly backed up by specialists in . . .

- *Liquor*
- *Travel*
- *Food*
- *Financial*

*Specialists directing work for 2 or 3 newspapers

If you need better national sales work
we can give it to you.
If interested, ask any publisher we currently serve.

72 SALESMEN

MOLONEY, REGAN & SCHMITT

Representing newspapers since 1900

Rx

Selling Pharmaceuticals?

Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

Breon Names Jordan, Sieber

George A. Breon Co., a division of Sterling Drug, has appointed Jordan, Sieber & Corbett, New York, to handle advertising for Breon-branded prescription products. Sudler & Hennessey. is the previous agency.

'Chicago News' Names Hayes

Jerome A. Hayes has been named manager of financial advertising for the *Chicago Daily News*. He is a five-year veteran in the *Daily News'* national advertising department.

Ivan Louis Promoted

Occupational Hazards has named Ivan Louis assistant publisher. He joined the publication, owned by Industrial Publishing Corp., Cleveland, in 1954 as associate editor.

Marketing of Vigran as Squibb Brand Another Chip Off Ethic Drug Monolith

(Continued from Page 3)

Portland, Ore., Providence, Omaha, Cincinnati, Phoenix and Atlanta. The Vigran campaign was built around the theme, "Beware of vitamin deficiency in the bottle."

Large-space newspaper ads warned consumers in these cities that the inexpensive vitamins they are buying and using might have lost 20% to 90% of their potency "because of cheapened manufacturing processes, lack of proper control, faulty storage and other causes."

The Vigran ads advised consumers: "Be sure of the integrity of the manufacturer. Buy the product of a reputable pharmaceutical house."

■ At this early point, however, Squibb was still not ready to put its monicker before the consumer. While the ads made a point of saying that Vigran capsules "are compounded under the rigid controls of one of the oldest and most reputable pharmaceutical houses in the country," they carefully neglected to reveal which house this was.

A line at the bottom of the ad said, "Olin Mathieson Chemical Corp.," a name which neither the consumer nor the doctor would readily connect with Squibb.

Following this test, Vigran is now being moved into eight big metropolitan markets—New York, Philadelphia, Chicago, Cleveland, Columbus, Toledo, Baltimore and Washington.

Also, Squibb told Advertising Age, the new unit—Squibb Laboratories—will be marketing other products and that in the future the Squibb brand name will be used.

Donahue & Coe will be handling the new products.

■ The Squibb venture probably will be watched closely by other ethical drug producers. Several ethical drug advertising agencies—notably Burdick & Becker and Sudler & Hennessey—have been advocating for some time that their clients take the big step into consumer promotion under their own names.

Dean L. Burdick, president of Burdick & Becker, pointed out in a recent talk that Abbott Laboratories has not ruined its standing with the medical profession by promoting Sucaryl to consumers under the Abbott name.

Upjohn Co., one of the most ethical of the ethicals, has gingerly placed some vitamin ads in *Good Housekeeping*—unobtrusive, small-space announcements—and Parke, Davis Co. has experimented with consumer advertising of vitamins in Canada. But most of the big ethical drug producers continue to speak to the consumer only through the medium of a prescription pad and maybe a point of sale display in the corner drug store.

■ Within the pharmaceutical industry, there is a healthy, awed respect for the way American Home Products Corp. is able to solve this problem. American Home has two respected ethical drug units in Wyeth Laboratories and Ayerst Laboratories. Both are well known to physicians by these names, and it is the rare doctor who realizes that these ethical companies are corporate sisters of Whitehall Laboratories, marketer of Dristan, Preparation H and other widely advertised proprietaries.

'FACTOR' BECOMES SEMI-MONTHLY BOOK

New York, Feb. 4—*Factor*, a new publication launched for physicians in December (AA, Dec. 21), is stepping up its issue frequency to twice a month, effective May 15.

Factor, a 16-page tabloid covering developments in the field of psychiatry, was started as a monthly, with a ceiling of eight advertising pages per issue.

The eight-page limit will continue to be in force. A controlled publication, sent free to every practicing physician in the country under the age of 65, *Factor* is charging $2,500 per page of advertising. New half-page rates of $1,500 b&w and $1,600 color have been established.

(See Page 22 for news of another new medical publication, *Medical World*.) #

Four Roses Promotes Mazor

Mort Mazor, formerly assistant national sales promotion manager of Four Roses Distillers, New York, has been promoted to national sales promotion manager, succeeding Jackson Gouraud, who has been appointed national sales manager of Four Roses Antique bourbon.

Latham to Lambert & Feasley

John R. Latham, formerly product brand manager at Philip Morris Inc., has joined Lambert & Feasley, New York, as an account supervisor on Fizzies and prospective related products of Warner-Lambert products division.

Barnes Names Ralph Duke VP

Ralph C. Duke has been appointed a vp of Barnes Advertising Agency, Milwaukee. He has been with Barnes since 1953, when he joined its staff as tv-radio producer and director.

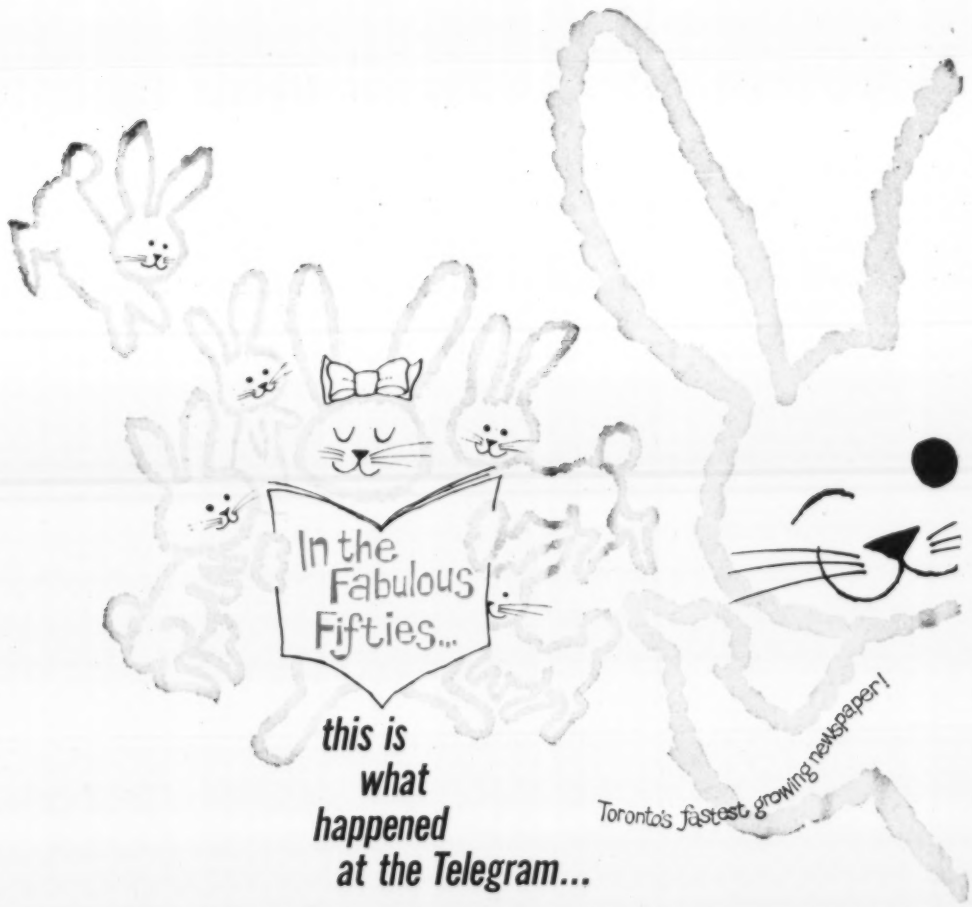
PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

low cost
proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California



THE ONLY TORONTO NEWSPAPER

to show a circulation gain over a ten year period!

HERE IS THE RECORD!

	In the past ten years		In the past three months	
1950	200,048	1950	200,048
1959	226,225	1959	235,778
CIRCULATION GAIN	26,177		35,730

The only Toronto newspaper to show a circulation gain over a ten year period

THE TELEGRAM

DAILY plus WEEKEND · TORONTO, CANADA

The trend is to the TELY... Canada's fastest growing newspaper!

SPREADING THE NEWS

SINCE 1922

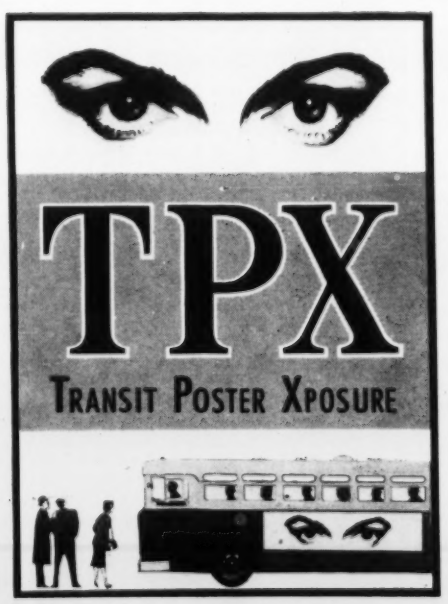
by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

Count the eyes for coverage!

that's exactly what Politz did!



To establish the *actual* number of exposures to outside transit posters, Politz photographed the people on the streets and then counted *only* those persons whose two eyes were clearly visible.

Result . . . for the first time . . . documentation of *actual* exposure to the powerful outside transit poster medium.

What Politz found in this pioneering advertising exposure study has concrete meaning to every seller of a mass-market product . . . because the results prove that these powerful traveling billboards will deliver an advertising message almost 18,000,000 times . . . in one city . . . in one month!

With transit posters, you get 3225 *actual* exposures per dollar. Do you know any other national mass medium that can equal this? Where else can you buy mass coverage at a *reasonable* cost of 31¢ per thousand actual exposures?

To get saturation plus repetition . . . at *reasonable* cost . . . put transit posters at the top of your media list!

Tell your local transportation advertising operator or NATA Headquarters that you want a copy of the complete Technical Report on the new Politz Study . . . or a showing of the new NATA color-sound film.

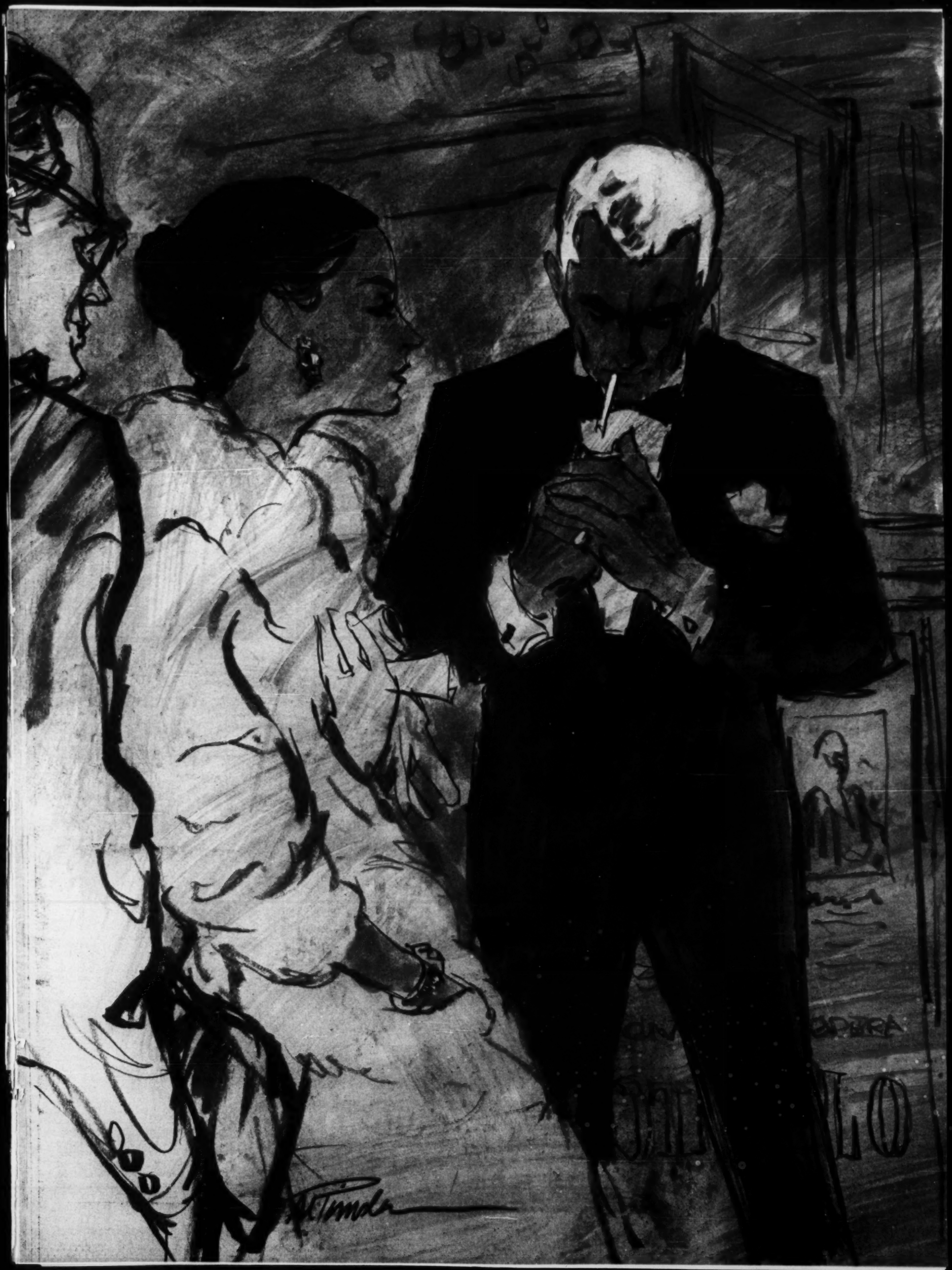
NATA

National Association of
Transportation Advertising Inc.
500 Fifth Avenue, New York 36, N.Y.
LOngacre 4-9232

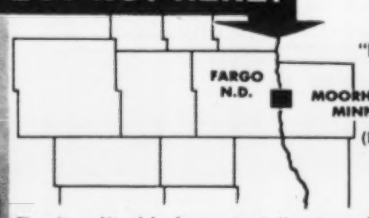
HE HOLDS A DEGREE IN DIVERSITY

Sure "Ben Hur" has been packing them in. You'd expect that a movie costing $15,000,000 would. But so has "The 400 Blows"—made in France on a budget tinier than a French economy car. The conclusion seems to be this: Over the last ten years, America has discovered diversity. Pizza, Espresso and low-slung import cars have become citizens of substance. And words like Vodka, Vespa and Volkswagen are now measures of Main Street's changing moods. Variety and change have truly become the spice of life! To stay square in the midst of all this, you've got to step pretty lively. But the smart man gets himself rounded. He knows that a wide range of interests not only give him an edge in his work, but make his leisure life more rewarding. After all, he now has the time for diversity. And he has the money to buy it. *This is the man who reads Esquire.* He's a man who sees more in his evenings than "bowling, beer and to bed." He considers his leisure an opportunity to find out what's really in him—to broaden his grasp of ideas, to experience new activities. Where does he turn for direction? 848,000-strong turn to Esquire—the one magazine that compliments a man's intelligence by serving his every interest. What other periodical brings him poems by Pasternak, a portfolio of drawings by Shahn...hand in hand with the news that in the Canary Islands wine is seven cents a bottle? Where else can he pre-read a drama like "Sweet Bird of Youth"...or discover that the Great Bambino loved a convivial party as well as a fat pitch? Indeed, where else can he read a major work of fiction by Nobel Prize Winner Francois Mauriac, or see a major work of art like Brigitte Bardot...*and still get news of your product?* Only in Esquire. It means that an advertiser sounding off in Esquire talks to a man who's open to every suggestion. If it's something that makes life bigger, he's in the money, the market, the mood.

Authority ***in a Man's World***



parting's fine..... BUT NOT HERE!



2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!
(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Coming Conventions

*Indicates first listing in this column.

Feb. 16-17. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

Feb. 17. Business Publications Audit of Circulation Inc., annual meeting, Sheraton-Blackstone Hotel, Chicago.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 17-19. Advertising Federation of America, 7th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advert.sing Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

*May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

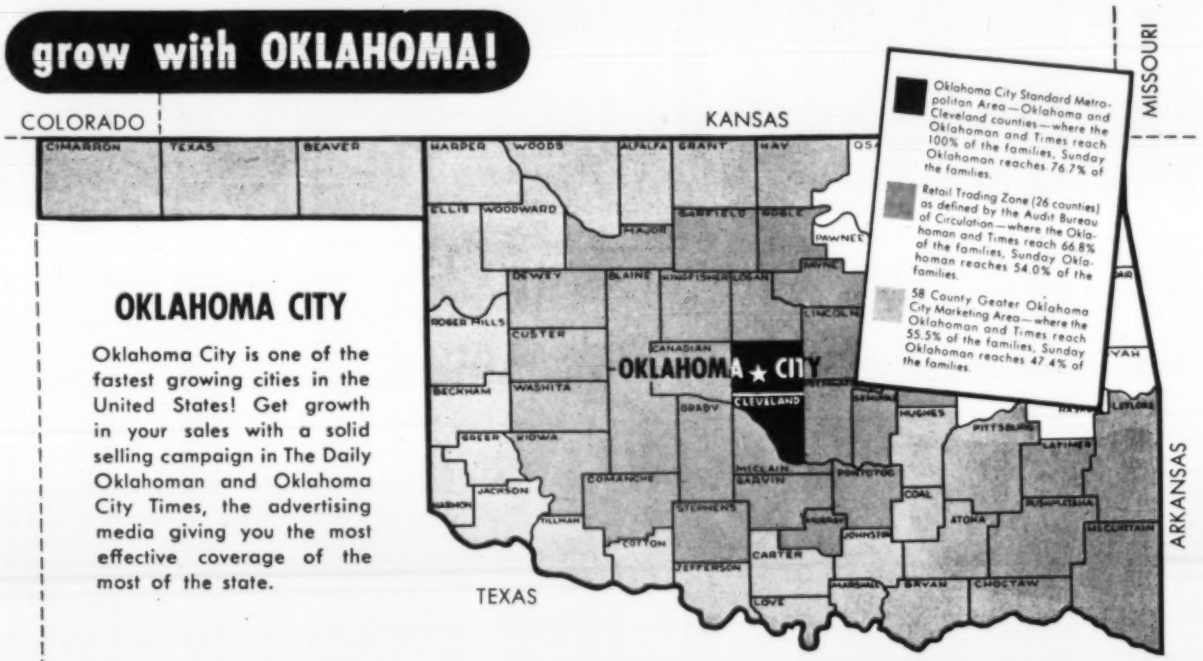
Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nemarow Gains 8 Accounts

Nemarow Advertising, Vineland, N. J., has been appointed to handle eight new accounts in the past two months. The agency's Vineland office has acquired Richman Ice Cream Co., Sharptown, N. J.; Gardner Asphalt Co., Tampa, Fla.; Gulf Aluminum Co., New Orleans, paint manufacturer; Aladdin Soup & Sauce Co., Claymont, Del., and McCarthy Sales Co., New Orleans, manufacturer of garden products. The agency's New York office has acquired Meadowbrook Industries, Merrick, N. Y., manufacturer of colonial furniture; Guaranteed Contact Lenses, New York; and Seaboard Plastics Corp., Irvington, N. Y., manufacturer of asphalt sealers.

grow with OKLAHOMA!



OKLAHOMA CITY

Oklahoma City is one of the fastest growing cities in the United States! Get growth in your sales with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times, the advertising media giving you the most effective coverage of the most of the state.

The Oklahoma Market...and Oklahoman and Times Coverage

	26 County ABC Retail Trading Zone (Including Metro Oklahoma City)	% of State	58 County Greater Oklahoma City Market Area	% of State
Population	1,110,200	47.9%	1,575,000	67.9%
Households	339,440	48.4%	480,000	68.5%
Total Retail Sales	$1,301,325,000	55.0%	$1,718,777,000	67.6%
Food Sales	$ 307,682,000	49.3%	$ 421,104,000	67.4%
Drug Sales	$ 48,941,000	52.0%	$ 63,925,000	68.0%
Auto Sales	$ 263,279,000	47.3%	$ 362,992,000	65.3%
Consumer Spendable Income	$1,782,977,000	49.1%	$2,392,477,000	65.9%
OKLAHOMAN AND TIMES COVERAGE		% of family Coverage		% of family Coverage
Daily Combined Circulation	226,612	66.8%	266,407	55.5%
Sunday Circulation	183,726	54.0%	227,468	47.4%

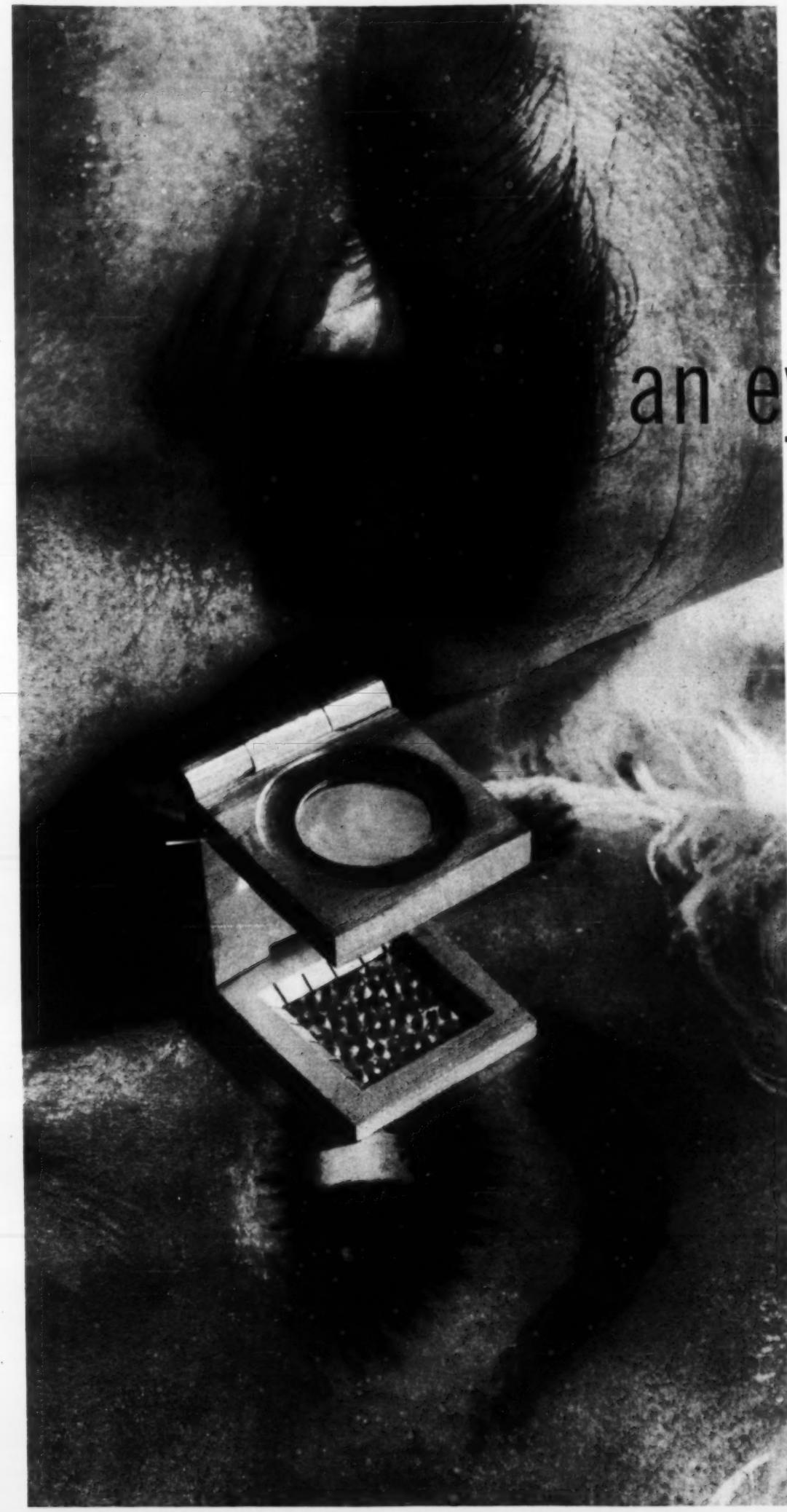
Sources: SRDS Consumer Market Date 7/1/58 - 7/1/59. Circulation Sept. 30, 1959. Publishers Statement, Par. 13 (Subject to ABC audit).

grow with OKLAHOMA

TOTAL CIRCULATION
Daily Combined 278,635
Sunday 248,429
Sept. 30, 1959 Publisher's Statement, Par. 13, Subject to ABC Audit.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency



an eye for color

No one thought it possible, ten years ago, that color gravure run on high-speed roto presses could compete in quality of reproduction with letterpress color. Today this technical reality has made possible a new medium for mass merchandising with full-color advertising . . . the national gravure magazines circulated through metropolitan newspapers.

Superb quality of color printing which captures the most subtle details of fine art and photography . . . combined with the massive impact of localized newspaper circulation in key markets . . . are major factors in the rapidly growing popularity of national advertising in gravure.

Only when we recognized the technical possibility that the quality of full color reproduction in gravure could be matched with the quality of letterpress, did we establish a Gravure Division. From the beginning, the same standards of quality for C M & H Gravure were established as those set for C M & H letterpress plates: *the best that could be made.* Many advertisers and agencies have been astonished and pleased by the matched quality of C M & H photoengraving for letterpress and gravure. Many have developed the habit of ordering letterpress plates and gravure positives from this single source: an assurance of quality, a simplification of detail, and a saving of time.

Illustrator: Stephen Heiser, a photographic illustrator with a notable gift for creating high impact compositions for national magazine advertising.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Traffic Control Buys Spots

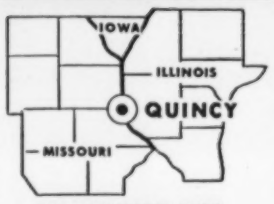
Spots on the Dave Garroway and Jack Paar shows on NBC-TV have been purchased by Traffic Control Inc., Boston, manufacturer of Weld, a new epoxy resin. The commercials will be aired April, May and June. Jerome O'Leary Advertising Agency, Boston, is handling the account.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

QUINCY IS A VERY IMPORTANT FOOD MARKET. The new Kroger (16,800 sq. ft.) and National Food (18,000 sq. ft.) Super Markets in Quincy's recently opened 29-unit Casto Shopping Center make the Quincy Market TOPS for these great companies in the central midwest (exclusive of metropolitan St. Louis).



ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

Kalbfus Retires from Elliott

Charles W. Kalbfus retired after 44 years with Elliott Co., Jeannette, Pa., and 39 years as advertising manager. He is succeeded as advertising manager by Orville F. Bricker, who has been in advertising and sales with Elliott Co. since 1943.

Midland-Ross Names Ryder

Midland-Ross Corp., Cleveland, has appointed Franklin P. Ryder director of its newly created market research department. Mr. Ryder had previously served as marketing research director and a member of the plans board of Fuller & Smith & Ross, Cleveland.

Sullivan Joins Ahrens

William H. Sullivan Jr. has joined the Chicago sales staff of Ahrens Publishing Co. and will represent all Ahrens' publications. He formerly had sales experience with Bill Bros. Publishing Co. and Minnesota Mining & Mfg. Co.

THIS FACT FACES YOU!

PROOF:

In North Carolina's biggest Metropolitan market, total retail sales within WSJS-Television's Grade A Coverage area come to $1,396,079,000. Only WSJS-Television offers this strong signal strength in its industrially rich Piedmont market.

*

WSJS television

Winston-Salem / Greensboro

MST

NBC **CHANNEL 12**

Headley-Reed, Reps.

Nielsen Network TV

Two Weeks Ending Jan. 10, 1960

* *Copyright by A. C. Nielsen Co.*

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Rose Bowl Football Game (Gillette, NBC)	21,651
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	21,108
3	Sugar Bowl Football Game (Bayuk cigars, NBC)	19,346
4	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,487
5	East West Football Game (Several sponsors, NBC)	17,402
6	Tournament of Roses Parade (Minute Maid, NBC)	17,176
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,956
8	77 Sunset Strip (Several sponsors, ABC)	15,775
9	Ed Sullivan Show (Colgate-Palmolive, Kodak, CBS)	15,232
10	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	15,187

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Rose Bowl Football Game (Gillette, NBC)	48.5
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	47.4
3	Sugar Bowl Football Game (Bayuk cigars, NBC)	43.5
4	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.6
5	East West Football Game (Several sponsors, NBC)	39.2
6	Tournament of Roses Parade (Minute Maid, NBC)	38.9
7	77 Sunset Strip (Several sponsors, ABC)	36.7
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	36.1
9	Ed Sullivan Show (Colgate-Palmolive, Kodak, CBS)	34.5
10	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	34.4

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,306
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,583
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,323
4	Danny Thomas Show (General Foods, CBS)	14,374
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	14,283
6	Father Knows Best (Lever, Scott Paper, CBS)	14,283
7	Price Is Right (Lever, Speidel, NBC)	13,831
8	77 Sunset Strip (Several sponsors, ABC)	13,696
9	Rose Bowl Football Game (Gillette, NBC)	13,334
10	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	13,244

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	41.1
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.6
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.6
4	Danny Thomas Show (General Foods, CBS)	32.4
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	32.4
6	Father Knows Best (Lever, Scott Paper, CBS)	32.2
7	77 Sunset Strip (Several sponsors, ABC)	31.9
8	Price Is Right (Lever, Speidel, NBC)	31.5
9	Rose Bowl Football Game (Gillette, NBC)	29.9
10	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	29.9

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

HOT OFF THE PRESS!

TELEGRAM'S ANNUAL 1959 GROCERY PRODUCTS SURVEY

Packed with information!
Find out how your product's doing (and your competition) in this

10½ MILLION DOLLAR MARKET

TEMPLE TELEGRAM

TEMPLE, TEXAS

represented nationally by Texas Daily Press League

toss the seeds and jump back

Where else but in Greater Miami? It's a fertile field just waiting to be seeded with your sales message. And once it is—jump back! 'Cause this is a vast, responsive market* —where the harvest is tall, lush and beyond expectation.

Remember, **MIAMI IS A NEWSPAPER MARKET.** The tiller of the soil is **THE MIAMI HERALD**—the total selling medium in South Florida.

Got any seeds that need growing?

Speaking of seeds and soil and stuff, are you hep to our **6th annual GARDEN GUIDE** Full-color Tabloid Magazine Section **SUNDAY, MARCH 13th**... Reaches a million Herald readers. Regular rates . . . for one-paper, low-cost coverage of entire South Florida market.

March 3 closing . . . RESERVE YOUR SPACE NOW

1910 • 1960 50th ANNIVERSARY The Miami Herald ONE OF AMERICA'S GREAT NEWSPAPERS

*For facts, not rose petals, about South Florida, the nation's 12th largest retail market, drop us a line.

THE MIAMI HERALD

SECOND IN THE NATION IN TOTAL ADVERTISING

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

Sunsweet Launches Campaign

Sunsweet Growers, San Jose, Cal., is running an eight-page, four-color snap-out recipe insert, "Visions of Sugarplums," in the February issue of *Coronet*. The insert gives 15 ways to serve Sunsweet prunes with meats, in salads and in making desserts. Other media used in the promotion will include *Family Circle*, *Good Housekeeping*, *Ladies' Home Journal*, *Life* and *Woman's Day*. Long Advertising, San Jose, is the agency.

MINIATURE SCALE MODELS

of office, factory and apartment buildings, accurately detailed interior and exteriors.

Models for Interior Decorators and Museums. Diorama Displays for Advertising and Public Relations Promotions.

JOHN H. WELLS & ASSOCIATES
75 East Wacker Drive • Chicago 1, Illinois — DE 2-6033

Shell Is No. 1 User of Int'l Media, Ford Is Second

(Continued from Page 3)

other significant trend—the rise of foregin companies, particularly European, as leading international advertisers. While U. S. companies still account for 55.7% of the total dollar volume, their share is declining.

For example, in the eight months ended Feb. 28, '59, U. S. companies accounted for 40 of the top 50 spots in the table of leading international advertisers (AA, April 27, '59). In the accompanying table, showing the 50 leading advertisers of 1959, there are 20 non-U. S. companies.

Four non-U. S. companies—Shell, Martini & Rossi, Daimler-Benz and KLM Royal Dutch Airlines—rank among the first 10.

The four leading product categories and their respective percentages of dollar volume are:

Industrial Machinery & Equipment	15.6%
Travel & Hotels	8.8
Passenger Cars	8.1
Beer, Wine & Liquor	6.4

■ In using these figures, it should be kept clearly in mind what Rome Research is measuring—and what it is *not* measuring. This is primarily a measurement of the advertising done in publications circulating internationally. It is not an accounting of advertising placed locally.

Among the publications audited by Rome are U. S. export business publications, international editions of *Newsweek*, international editions of Time Inc. (excluding the Canadian), 13 foreign editions of *Reader's Digest*, *Vision*, Latin American editions of *Popular Mechanics* and half a dozen leading consumer books abroad.

The dominant agency in international advertising placement continues to be J. Walter Thompson Co. JWT has nine clients in the top 50. Six of them—Ford, Pan American, Douglas Aircraft, Champion Spark Plug, Burroughs and Mobil Overseas—rank among the first 25 and account for $1,694,000 of the $26,700,000 total.

The 23rd largest advertiser in the group—Ford Motor Co. Ltd.—is Ford's British company; its advertising is handled by a British agency, Rumble, Crowther & Nicholas.

Shell Petroleum's big budget went through Auld & Tilbury, London. #

Leading International Advertisers in 1959

Based on Expenditures in International Media

Source: Rome Research

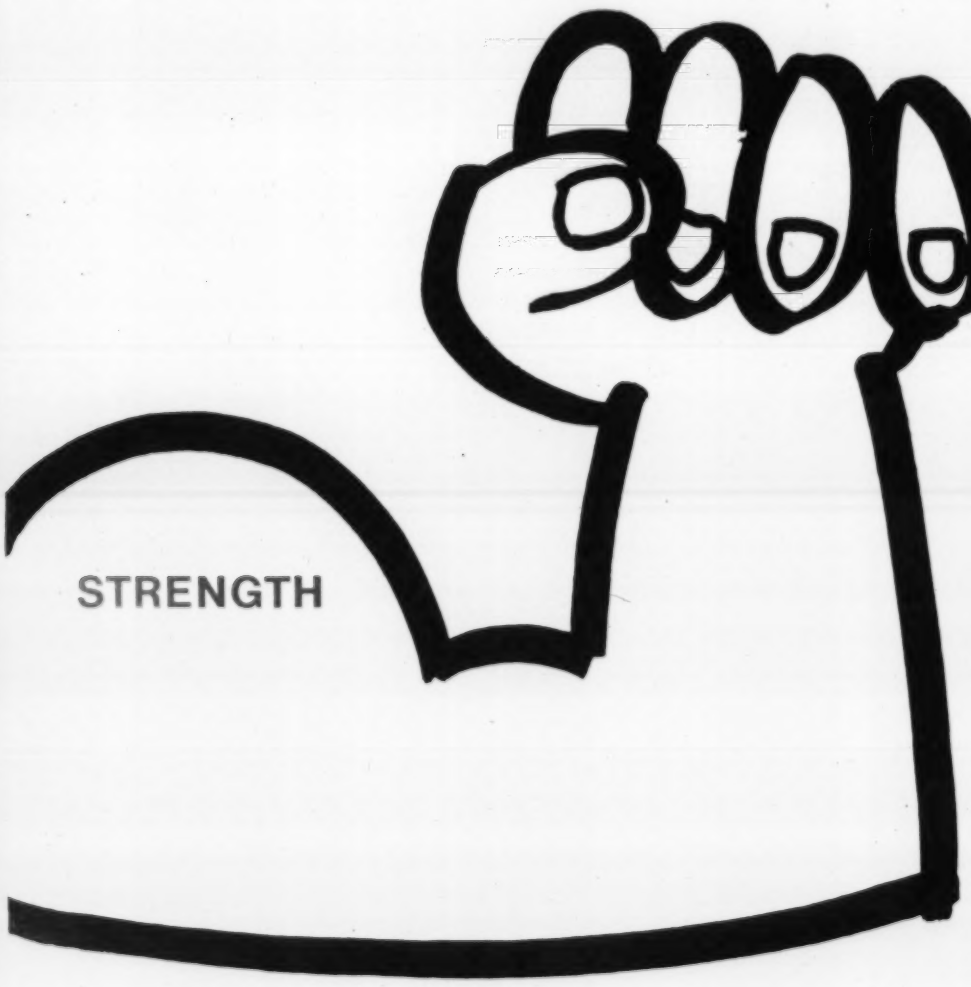
1. Shell Petroleum	$741,440	26. Chrysler Int'l	$179,085
2. Ford Motor Co.	352,883	27. IBM World Trade Corp.	176,615
3. Pan American Airways	346,146	28. Trans World Airlines	176,156
4. Douglas Aircraft	345 269	29. Grant & Sons Ltd.	172,988
5. Goodyear Int'l	298,147	30. International Harvester	165,516
6. Martini & Rossi	289,186	31. California-Texas Oil Co.	159,000
7. Champion Spark Plug	284,434	32. Eastman Kodak Co.	146,758
8. Daimler-Benz	269,640	33. Tokoyo Shibaura Electric	142,415
9. Coca-Cola Export	263,947	34. Rolex Watch Co.	138,835
10. KLM Royal Dutch Airlines	258,765	35. Austin Motor Co.	136,245
11. Omega Watch Co.	253,231	36. Standard Brands	134,840
12. General Motors Overseas	250,887	37. Scandinavian Airlines	134,264
13. Monsanto Chemicals	248,565	38. Alitalia	134,029
14. General Electric Int'l	228,956	39. Air France	128,079
15. Allis Chalmers Int'l	207,379	40. Longines Watches	127,485
16. Boeing Airplane	202,061	41. Hitachi Ltd.	127,456
17. Pepsi-Cola Int'l	199,616	42. Texas Co.	127,446
18. Minnesota Mining	196,367	43. Remington Rand Int'l	125,745
19. Firestone Int'l	193,862	44. De Beers Mines	125,037
20. Outboard Marine Int'l	188,125	45. Nuffield Exports	123,360
21. Burroughs Corp.	187,583	46. Vickers Armstrong	117,607
22. Ballantine & Son	185,373	47. Borg Warner Int'l	117,047
23. Ford Motor Co. Ltd.	183,218	48. Imperial Chemical Ind.	117,000
24. Mobil Overseas Oil	180,382	49. British Overseas Airways	115,762
25. Phillips Industries	179,464	50. Dow Chemical Co.	104,924

'Minneapolis Star' Purchases 'San Fernando Valley Times'

The *Minneapolis Star* and *Tribune* has purchased the *San Fernando Valley Times*, San Fernando Valley, Cal. Purchase price was not disclosed. Robert N. Weed, promotion and public service director of the *Star* and *Tribune*, has been appointed publisher of the *Times*.

Chemical Bank to B&B

Chemical Bank New York Trust Co. has appointed Benton & Bowles, New York, to develop an institutional advertising program. Doremus & Co. will continue to handle the bank's other advertising.



STRENGTH: $176,000—in just 18 hours. That's the amount Northeastern Ohioans donated to the New March of Dimes in response to WJW-TV's recent special Telethon . . . the second largest amount ever collected in any market throughout the U.S.A. • More than 4,000,000 viewers look to WJW-TV for the best of everything . . . highest rated news, the greatest array of feature movies, and creative, valid public service.

YOU KNOW WHERE YOU'RE GOING WITH WJW-TV *CBS CLEVELAND*

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

The Protestant Religious Market — One of America's **BIG** Markets

There are more than 60 million church-connected Protestants in America.

Their churches and institutions constitute a $2.2 billion market.

Churches and related institutions buy instructional supplies, audiovisual equipment, books, office supplies and equipment, organs, pianos, furniture, buses, kitchen and dining equipment, fuel, fences, play and recreation equipment, construction materials and thousands of other products and services.

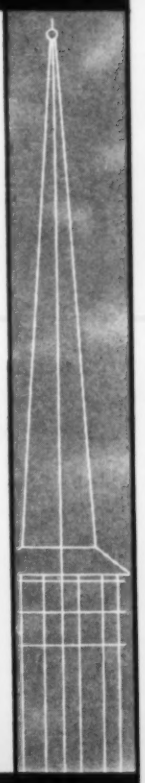
The Protestant Religious Market is a big market.

CHRISTIANITY TODAY, the magazine edited for the leaders of the Christian World, offers you top coverage of this big market through practically 100 per cent saturation of the important buying factors. In terms of readership this means:

- **Coverage of 200,000 key Protestant leaders of all denominations**
- **Every reader a buying factor—no waste circulation**
- **81 per cent readership by subscribers (independent survey by Opinion Research Corp.)—the highest readership among religious magazines**
- **Editorial vitality guaranteed by 140 contributing editors in all parts of the world**

CHRISTIANITY TODAY *is your "one magazine coverage" of the Protestant Religious Market.*

Write today for rates and data.



CHRISTIANITY TODAY
Washington Building, Washington 5, D. C.

Success Is A Journey...Not A Destination

In 1959, the end of a decade, advertisers again invested more money in America's Big 3 Showcase Magazines—LOOK, Life and The Saturday Evening Post—than in any others. Reported in the tables below is the growth in circulation, advertising revenue and advertising pages of each of these three great magazines during the 1950's.

As marketers look forward to the soaring opportunities *and* competition of the 1960's, a glance backward at this record of the past decade can be of tremendous value in media planning. For in it are solid clues to the trends that are developing . . . that will determine future performance.

In the past 10 years, in the past five years, in the past year—*throughout* the 1950's—LOOK has achieved a unique record of *consistent* gains in every yardstick of media measurement. LOOK's continuing growth is a tribute to the purpose and power of its editorial accent on the exciting story of people . . . its cogent appeal to every member of the American family. Here is further evidence that, in publishing too, *success is a journey, not a destination.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

Growth Record of the Big 3 Magazines (Gains or Losses In the Past Decade)

LOOK

	CIRCULATION	ADVERTISING REVENUE	ADVERTISING PAGES
1 YEAR (1959 VS. 1958).....	+ 93,801	+ $ 4,586,654	+ 69
5 YEARS (1959 VS. 1954).....	+ 1,868,367	+ 21,005,659	+ 3
10 YEARS (1959 VS. 1949).....	+ 2,684,791	+ 32,615,988	+ 114

LIFE

	CIRCULATION	ADVERTISING REVENUE	ADVERTISING PAGES
1 YEAR (1959 VS. 1958).....	+ 111,090	+ $ 11,813,263	+ 252
5 YEARS (1959 VS. 1954).....	+ 588,878	+ 20,405,721	− 533
10 YEARS (1959 VS. 1949).....	+ 836,464	+ 58,094,741	+ 115

POST

	CIRCULATION	ADVERTISING REVENUE	ADVERTISING PAGES
1 YEAR (1959 VS. 1958).....	+ 346,682	+ $ 9,992,061	− 75
5 YEARS (1959 VS. 1954).....	+ 1,484,873	+ 19,657,842	− 871
10 YEARS (1959 VS. 1949).....	+ 2,049,640	+ 38,339,433	−1,307

Sources: for circulation, 1st 9 months publishers' interim statements to A.B.C.; for advertising revenue and pages, full year, P.I.B.

PHOTOGRAPHIC REVIEW

Meyerhoff Green Chon

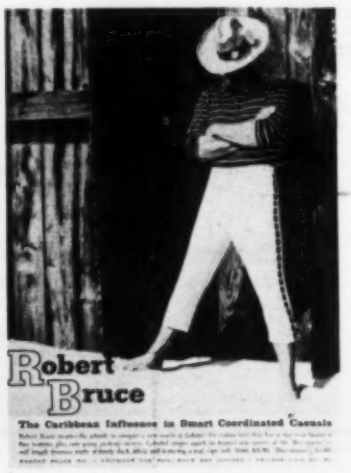
WELCOME—*Arthur Meyerhoff shakes hands with Benjamin J. Green on his becoming a member of the Arthur Meyerhoff Associates, Chicago agency, and being elected vp. Mr. Meyerhoff is president and Myron E. Chon vp and copy chief.*

Busch Chesley A. Fleischman S. Fleischman Bromfield

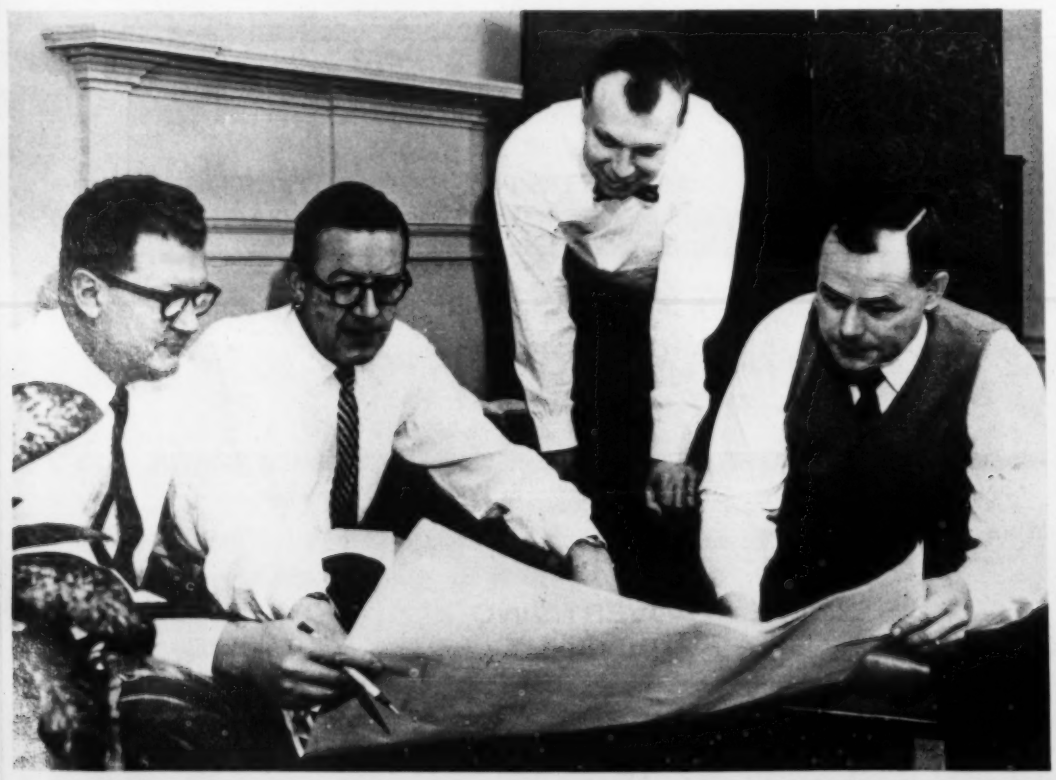
JAI-LAI PLAYERS REACH HIGH—*John Bromfield, star of "U. S. Marshal," a National Telefilm Associates series, draws his gun on a group of Jai-Lai players at a Budweiser beer sales convention in Tampa, Fla. Awed by the law are Adolphus Busch Jr., son of the chairman of the board of Anheuser-Busch, a sponsor of "Marshal"; Harry W. Chesley, president of D'Arcy Advertising Co.; Al Fleischman, president of Fleischman & Holland, public relations, and Sol Fleischman, tv-radio personality in Tampa.*

PONY BOY—*With an assist from a box, Graham Patterson, publisher, Farm Journal, gets enough elevation to try his Texas-style Stetson on Spike Stevens, who sits on pony donated by the magazine as a prize at the Poor Richard Club's annual dinner in Philadelphia. Looking on is Spike's mother, Mrs. William J. Stevens Jr., wife of The Saturday Evening Post's managing editor, who held the lucky number.*

LOOK HERE—*When inclement weather prevented Vernon C. Myers, Look publisher, and James Proud, president of Advertising Federation of America, from making a speech before the Akron ad club recently, the two guest speakers used the telephone. Here they're shown in Look's Madison Ave. office as they give their respective speeches on a telephone hook-up with Ohio. Mr. Proud is on the phone.*



CRUISE WEAR—*Robert Bruce Inc., Philadelphia maker of men's sportswear, will run full and half pages like this starting in April in the Chicago Tribune Magazine, Esquire, Ebony, Gentleman's Quarterly, the New York Times Magazine and Sports Illustrated. Wermen & Schorr, Philadelphia, is the agency.*



Painter Waring Chitwood Hand

NEW AGENCY—*Principals of a new agency—Painter, Waring & Hand—opened in Darien, Conn., are shown here chatting over plans. They are Larry G. Painter, Lawrence A. Waring, and Albert P. Hand Jr. Randolph Chitwood is the agency's art director. All are former New York advertising executives.*

NORTHERN DRESS—*Trevor G. Goodman, vp and managing director, Young & Rubicam's Canadian operations, outfits Dave G. DeVore, vp - advertising, Drackett Co., with accoutrements necessary for the rigors of Canadian business. Occasion was a cocktail party in Toronto given by Drackett for the Canadian product group of Y&R.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

Campbell-Ewald Boosts Van Dusen, Hungerford

Campbell-Ewald Co., New York, has appointed Phillips B. Van Dusen account group supervisor and Robert V. Hungerford art director. Mr. Van Dusen, formerly an account executive in the Detroit office, joined the agency in 1953. Mr. Hungerford, formerly an art director on special projects in the Detroit office, joined Campbell-Ewald in 1951.

Seagram Names Bulow VP

House of Seagram Inc., New York, has appointed Harry N. Bulow vp, public relations. Mr. Bulow, who joined the company in 1944, was formerly director of public relations.

TABLOIDS

Dealer Imprinting Our Specialty

Any Amount — As Required

ALSO—MAGAZINES, CATALOGS, FOLDERS

SERSEN'S IMPRINTING

120 So. Sangamon Street

Phone: CH 3-2050 Chicago 7, Ill.

Network TV Gross Time Billings

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	November		%	January-November		%
	1958	1959	Change	1958	1959	Change
ABC	$10,338,126	$12,929,960	+25.1	$ 92,550,834	$112,033,136	+21.1
CBS	21,853,592	23,442,765	+ 7.3	224,946,459	242,404,016	+ 7.8
NBC	19,817,075	21,765,361	+ 9.8	195,154,287	213,837,126	+ 9.6
Total	$52,008,793	$58,138,086	+11.8	$512,651,580	$568,274,278	+10.9

MONTH BY MONTH—1959

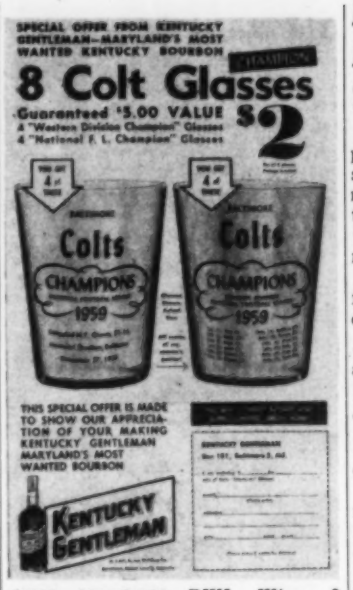
	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
September	8,546,650	21,196,220	18,525,685	48,268,555
October	12,537,020	23,610,441	22,883,291	59,030,752
November	12,929,960	23,442,765	21,765,361	58,138,086

Technicolor Names Bradley

George W. Bradley has been promoted from assistant sales manager to sales manager of the Eastern division at Technicolor Products, New York, replacing Erik J. Sheldon, who resigned. Before joining Technicolor, Mr. Bradley was with Kudner Agency on the Frigidaire account.

Chicago Bank Names Straus

The Cosmopolitan National Bank of Chicago has appointed House of Straus Inc., Chicago, to handle its advertising and public relations. A new campaign will be launched within the next 30 days in newspapers, radio, outdoor, direct mail and car cards. The bank previously was a direct advertiser.



COLTS SOUVENIRS—*RWL Wine & Liquor Co., Baltimore, ran this ad in three Baltimore dailies three days after the Baltimore Colts won the world professional football championship. Orders for more than 4,000 sets of glasses were received four days after ads ran. Brave & Robinson Advertising, Baltimore, is the agency.*

Indict Doll Promoters

Three vendors of 59¢ dolls and outfits, who are charged with wilfully concealing the fact that the dolls were made of cardboard, and the outfits were paper cutouts, have been indicted by a federal grand jury on eight counts of mail fraud. They are Murray Ross, Robert Vallon and Marvin Schere, operators of the House of Dolls Inc., 22 E. 17th St., New York 3. Last June, the three agreed to a consent order with the Federal Trade Commission concerning claims made for a cadmium battery additive. Mr. Schere has also been identified as owner of Jenasol Co., which sold royal jelly capsules. Jenasol was the subject of a postal fraud order last year, against which an injunction was subsequently issued, which stayed the execution of the fraud order on procedural grounds.

Infra Corp. Names Chapman

Infra Corp., Clarkston, Mich., has named John R. Chapman Co., Birmingham, as its advertising agency.

Most Adults Don't Know About Payola, TV Scandals: Harper

BOSTON, Feb. 2—Marion Harper, president of McCann-Erickson, agrees that this nation's communications are the greatest in the world but suggested it's about time their effect be accurately measured.

For example, he said, a "confidential study" of adults taken earlier this month revealed:

- 50% had heard no news stories about television's recent scandals.
- 70% had no knowledge of tv's "rigged quiz shows."
- 87% knew nothing about "payola."

Mr. Harper cited these study results at the two-day New England Sales Management Conference and exhibit which attracted 500 and was sponsored by the Boston Sales Executives Club and the Greater Boston Chamber of Commerce.

▪ Beyond these percentages, he gave no further details—who conducted the survey and for whom. His luncheon address avoided views on the recent criticism against tv, radio and advertising practices. It concentrated upon the need for serious thinking and planning for the optimistic economic growth in the years ahead.

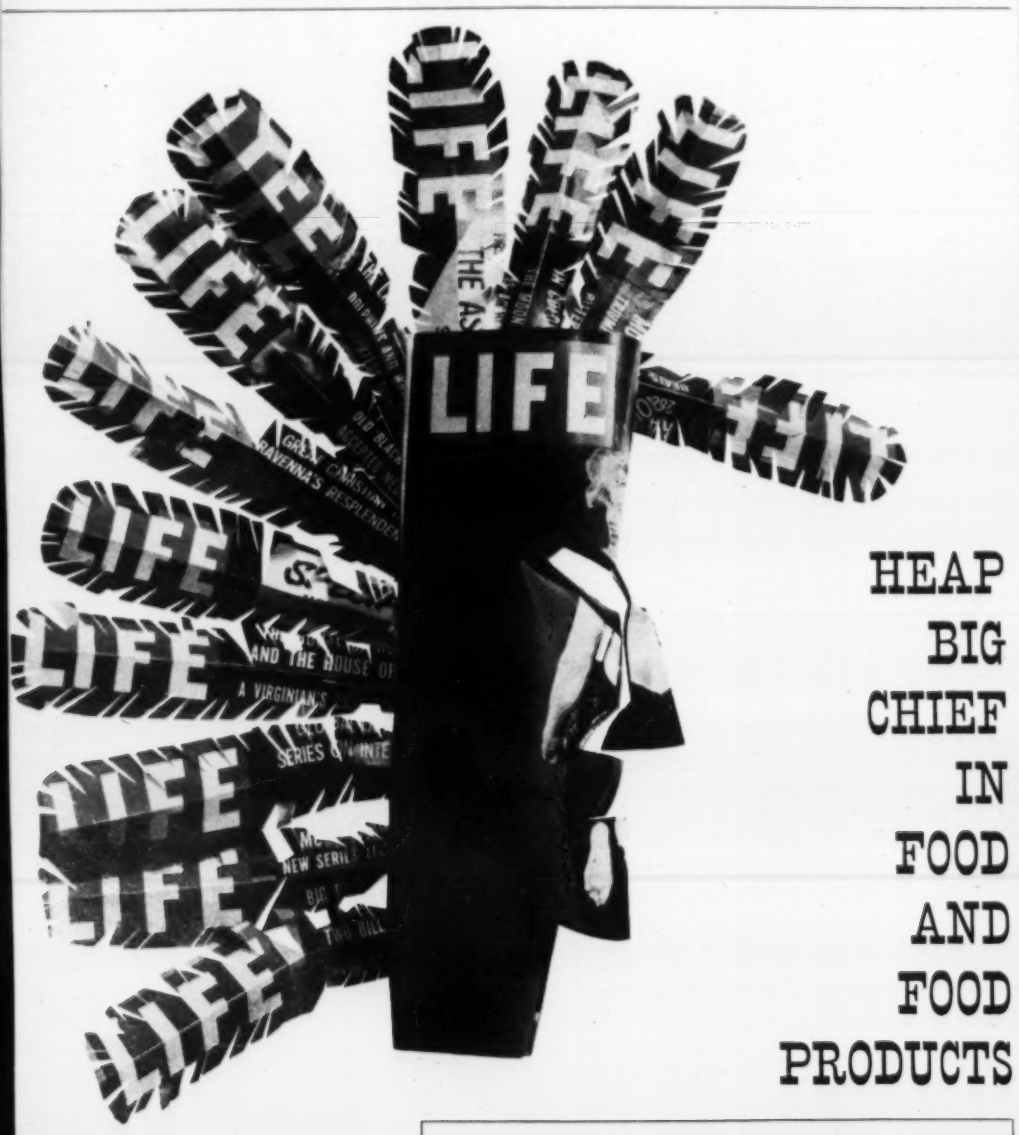
But he told ADVERTISING AGE earlier that "ethics, morality and good taste in the tv industry will be accomplished by people and not by the government," since they cannot be created by legislation. #

Gibson Opens PR Company

D. Parke Gibson, former promotion director of the *Chicago Daily Defender*, has formed D. Parke Gibson Public Relations, with offices at 2631 Seventh Ave., New York. The new company, which will offer public relations consultation and services in the Negro market, will work in affiliation with Path Associates, Chicago.

Stewart-Warner Boosts Burke

Raymond F. Burke has been appointed advertising manager of the Alemite and instrument division of Stewart-Warner Corp., Chicago. Mr. Burke, assistant advertising manager since joining the company in 1947, succeeds F. R. Cross who has retired.


LIFE
LIFE
LIFE

NEWSPAPER CIRCULATION & COVERAGE ...

The Audit Bureau of Circulation's figures and the Daniel Starch and Staff Survey findings reported in this advertisement are both authoritative and vitally important, but they deal with different aspects of newspapers. The A. B. C. audits the circulation records of the newspapers. The Starch survey was based on personal interviews to determine the possession of San Antonio's three newspapers in households located in the area defined as the A. B. C. City Zone. Neither organization has anything to do with the other. However, the San Antonio Light is pleased that both the A. B. C. circulation figures and the Daniel Starch and Staff survey report on possession of newspapers in San Antonio households provide indisputable evidence of THE LIGHT'S superiority.

IN SAN ANTONIO

Daniel Starch & Staff has just completed an authoritative study among newspaper reading households in the San Antonio A. B. C. City Zone. These are some of their findings and comparative measurements.

COVERAGE OF HOUSEHOLDS

THE LIGHT alone reaches 62.2% of the newspaper-reading households in the San Antonio A. B. C. City Zone. Other dailies combined reach 53.9%.

EXCLUSIVE COVERAGE

74% of the LIGHT homes read no other newspaper

HOUSEHOLDS WITH CHILDREN

THE LIGHT reaches more newspaper-reading households in the A. B. C. City Zone with children under 18 than any combination of other San Antonio newspapers

THE LIGHT—alone reaches 64.5% with 3 or more children under 18, more than any combination of other San Antonio newspapers
Evening News, Morning Express net combined coverage 52.3% in newspaper homes with 3 or more children under 18

THE LIGHT
SAN ANTONIO TEXAS

. . . no other newspaper, alone or in combination, daily, Saturday or Sunday reaches as many households as The Light

Represented nationally HEARST ADVERTISING SERVICE INC.

Circulation of San Antonio newspapers from Audit Bureau of Circulations—Publishers' Statements, 6 months ending September 30, 1959, compared with the same period for 1958.

AUDITED PAID CIRCULATION ABC

DAILY CIRCULATIONS

Home Delivered—City Zone	1959	Gain or Loss
THE LIGHT	**67,726**	**+ 4,387**
Morning Express	29,225	— 765
Evening News	40,335	— 672
Total City Zone		
THE LIGHT	**84,978**	**+ 4,760**
Morning Express	45,886	+ 215
Evening News	60,640	+ 362
Total City and Retail Trade Zone		
THE LIGHT	**103,587**	**+ 4,474**
Morning Express	60,639	+ 209
Evening News	69,001	+ 476
Total Net Paid		
THE LIGHT	**107,483**	**+ 4,056**
Morning Express	66,920	— 62
Evening News	73,417	— 457

SUNDAY CIRCULATIONS

Home Delivered—City Zone	1959	Gain or Loss
THE LIGHT	**69,674**	**+ 4,081**
Express-News	54,928	+ 1,635
Total City Zone		
THE LIGHT	**89,904**	**+ 2,971**
Express-News	73,027	+ 2,039
Total City and Retail Trading Zone		
THE LIGHT	**117,791**	**+ 2,367**
Express-News	95,579	+ 2,043
Total Net Paid		
THE LIGHT	**128,136**	**+ 786**
Express-News	107,543	+ 650

SWINGLES. CUSTOM MADE ONLY $58 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call
THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

Across-the-Board Enforcer . . .

FTC: Government's Truth-in-Ads Warhead

Dissatisfied with Courts, U.S., Business Agreed to Create Much-Bruited Body

WASHINGTON, Feb. 4—The Federal Trade Commission, which has so much to say about deceptive advertising these days, has a bigger job than almost any other federal regulatory agency.

It's the government's chief policing agency for "unfair and deceptive practices." In addition, it gets into anti-trust enforcement under the Clayton and Robinson-Patman Acts.

Other agencies—ICC, CAB or FCC—deal with a single industry. FTC is supposed to know about almost every industry and every company in our economy.

President Woodrow Wilson originally sponsored FTC as a place where government and business could meet half way "in a common effort to square business methods with public opinion and the law."

After 23 years of experience with the Sherman anti-trust law, the government felt courts were unsympathetic, and business men complained they did not understand what the law meant. President Wilson told Congress: "Business men desire something more than the menace of legal process. They desire advice, the definite guidance and information which can be supplied by an administrative body."

■ In practice, there has been less consulting than litigating. During 45 years, FTC has blown cold, then hot, on "consultation." Mostly it has provided its "guidance" on a case-by-case basis, with thousands of investigations, culminating in 7,700 docketed cases.

FTC's Assignment

• **False advertising.** Federal Trade Commission Act (1914) created the commission and ordered it to eliminate unfair and deceptive practices in commerce. By interpretation, FTC established false advertising as one of them. The Wheeler-Lea Act (1938) tightened FTC power over food, drug and cosmetics ads, authorizing the use of injunctions where health and safety are involved, to stop ads while the validity of FTC's complaint is debated. Also special laws order FTC to achieve honest labeling for wool and fur products and flammable fabrics.

• **Monopoly.** The Clayton Act (1914) put FTC in the anti-trust business, with orders to stop incipient monopoly by dealing with discriminatory practices. This was further defined by the Robinson-Patman Act (1938) to include discriminatory rebates, particularly discounts, advertising allowances and promotion benefits offered to one outlet but not another. FTC also is fighting monopolistic mergers, competing actively for cases against the Justice Department's anti-trust division on a "first come, first served" basis.

• **How big is it?** For all this, FTC has only 720 employes, including the messengers, and about $7,000,000. Some staff members are deployed at nine strategically located field offices (Atlanta, Washington, New York, Cleveland, Chicago, New Orleans, San Francisco, Seattle, Kansas City), but most are at Washington headquarters. Most professional staff members are lawyers, but some are economists.

• **What is its case load?** In a normal year FTC has about 1,000 investigations under way at any one time, and a backlog of 1,300 waiting for attention. Ultimately it issues about 270 complaints against deceptive practices and 80 against monopoly. These culminate in about 235 deceptive practices "orders," and another 45 to 50 in the anti-monopoly field.

("Case load" and "orders issued" figures are something of a statistical game. A large percentage of the "deceptive practices" cases involve wool or fur labeling. Others challenge relatively obscure correspondence schools, real estate offers or "skip tracers." Though FTC's jurisdiction over retailing is limited to retailers in interstate commerce, it has many misleading price ads, particularly in Washington, where retailers are watched by FTC's staff and friends. Strikingly few FTC cases are against advertising of nationally known companies, other than some in the proprietary drug field.)

About 60% of FTC's money and personnel are devoted to anti-monopoly cases, particularly those involving discriminatory advertising and promotion allowances. Assignments reflect the commission's belief that economic stakes are high here, with a serious threat to the survival of independent businesses. Anti-monopoly assignments are treasured at the staff level. Cases get reported in the law journals, and career potential is considerably brighter than in the anti-deception field.

Who Runs the Shop?

FTC's five commissioners, appointed for seven-year terms, all have equal say about complaints that are to be issued, as well as the decisions that are rendered. The chairman's powers are somewhat more extensive than those of the other commissioners because he has more contact with the staff, and with the press.

• **The commissioners.** All five FTC commissioners have been appointed since President Dwight Eisenhower took office in 1953. All are lawyers. All admit that just keeping up with court decisions in their regulatory areas involves about as much reading as they can do on a regular basis. Most confess to be relatively infrequent readers of trade journals, and when they do read them it is largely to learn what is being said about FTC. But the staff sees to it that pertinent news clips get circulated.

Chairman Earl Kintner, 47. Republican. Born on an Indiana farm. Worked as a newsman while earning his way through DePauw University and the Indiana University law school. Commissioned officer in the Navy's amphibious forces during World War II. Three years postwar service with the United Nations war crimes commission. Joined FTC as trial attorney in 1948, advancing to assistant general counsel, then general counsel in 1953. Twice president, Federal Bar Assn., chairman administrative law section, American Bar Assn.; president, Federal Bar Assn. Building Corp. and National Lawyers Club. Designated FTC chairman last spring to fill remaining 15 months of unexpired term of retiring FTC Chairman John Gwynne.

Others, by seniority:

Robert T. Secrest, 56. Born Senecaville, O. Democratic congressman 1933-1942, and 1949 until appointment to FTC in 1954. Also served in the Ohio legislature and in the Navy, Italy and the Pacific. Congressional service included time on House interstate and foreign commerce committee, "parent" committee handling FTC legislation.

Sigurd Anderson, 56. Shares same birth date as Commissioner Secrest: Jan. 22, 1904. Born in Norway, but emigrated as infant when parents settled in South Dakota. Raised and educated in South Dakota. Entered politics as state attorney for Day County in 1937, ultimately advancing to assistant attorney general and—after war service in the Navy—attorney general. Served two terms as Republican governor of the state before being appointed to FTC in 1955.

William C. Kern, 56. First career FTC employe to get a place on the commission. His father, John W. Kern, was Democratic Vice-Presidential nominee in 1908 and senator from Indiana, 1911-1917. Educated at Princeton and Harvard law school (with a master's degree from Columbia), he practiced law in Indianapolis 1927-'40. Between 1940 and 1954 he was on FTC's anti-monopoly staff, becoming assistant director before appointment as successor to former chairman James Mead in 1955.

Edward T. Tait. At 39, he's FTC's youngster. Born in Indiana, Pa., attended University of Pittsburgh and was graduated from both the school of business administration and law school. Overseas service as an Army major in World War II. He was a member of the Eisenhower campaign train in 1952 and became executive assistant to the chairman of the Securities & Exchange Commission in 1953. When appointed to FTC in 1956, as successor to Commissioner Lowell Mason, he was serving on the White House staff.

The Shop

FTC operates through four major operating divisions, which report to the commission through Harry Babock, executive secretary.

• **Bureau of investigation,** under Sherman Hill. It handles com-

Don't bury your head

Buy Negro Radio

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes! 80% of their money is spent on consumer items alone. The Negro market is rich . . . and getting richer . . . incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President
JOHN E. PEARSON CO.
Nat'l Rep.
HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.
DORA-CLAYTON
Southeastern Rep.

ANSWER AMERICA

Will Make Your *Client's* Advertising More Effective

Answer America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer America affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer America.

ANSWER - AMERICA INC.

Executive Office
ANSWER AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA, LTD.

Meet, now, José Rivera . . . aged 14.
His explosive laugh reflects
a tiny fraction of his inner tension.
Slum boy, he's worldly-wise too soon.
Gang wars. Drug addiction. Prostitution. Murder.
He has seen it all.
Spirit uncommitted, he struggles to stay decent
in an atmosphere of evil. With such odds,
the wonder is that there is a struggle.
The problems of youth under stress
take on a personal meaning
in this story of one youth . . . in the
current LOOK, *the exciting story of people.*

LOOK
PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

from "THE REAL WEST SIDE STORY," in the February 16, 1960, LOOK

plaints, conducts investigations and makes recommendations to the commission. In a recent year, it received nearly 4,000 complaints, many of them from firms concerned about their competitors. Most were pointless. Another 1,200 were settled by obtaining "letters of discontinuance." At any time, the bureau of investigation has roughly 1,000 "live" investigations under way, 1,300 more awaiting action.

• **Bureau of consultation,** under John Heim. This is what's left of Woodrow Wilson's dream. It talks informally with interested business men, advises on what can and can't be done. Until relatively recently the program was largely sterile, centered in the drafting of "trade practice rules," which seldom went beyond text of commission and court decisions, and which offered little comfort to confused, conscientious business men. Current staff consists of only about half a dozen professionals, selected for ingenuity, contempt for red tape. Recent "guides" in such fields as cigaret, tire and deceptive price advertising use trade terms and provide useful examples. Informal conferences involving across-the-board elimination of questionable ads and practices have paid off handsomely, led to likelihood that Woodrow Wilson's advice ultimately may command respect at the agency he sired.

Bureau of consultation also has control over the division of trade practice conferences, the division of stipulations and small business division.

• **Bureau of litigation.** Joseph E. Sheehy, director. These are the "prosecutors," who represent the commission in the trial of cases after a complaint has been issued. Two major subdivisions: Deceptive practices, under Daniel J. Murphy; and anti-monopoly, under Robert R. MacIver.

• **Bureau of economics.** Simon N. Whitney, director. Conducts special studies and cooperates in regular quarterly FTC-SEC report on corporation income.

■ A fifth major FTC operating arm is the office of the general counsel, reporting directly to the commission. General Counsel Daniel J. McCauley Jr. functions as legal adviser to the commissioners. Under his supervision, also, are a number of functions, including the compliance division, which checks up on enforcement of FTC orders, and the appellate division, which represents FTC when cases go to court.

How FTC Operates

Complaints reach the commission from the public, or from FTC's monitors. After investigation by field agents, a preliminary report is handled in the bureau of investigation. The matter may be dropped or settled informally. Or it may be forwarded to the commission with a recommendation of formal action. The course of action varies according to the seriousness of the offense, the past record of the offender, and its willingness to cooperate.

On the basis of the investigation report, the commission decides a course of action. Cases may be turned over to the division of stipulation for negotiation of informal settlement. Or they may be channeled to the bureau of litigation and a formal complaint issued.

■ When a complaint is issued, the case follows a routine administrative pattern. The respondent gets 30 days to reply. Ultimately hearings are held before a trial examiner, who is roughly equivalent to a federal district judge. Though employed by FTC, he has no connection with the rest of the staff and is not under commission discipline. His initial decision can be appealed to the commission by either side. Following oral argument and review of the decision by the commission, the case is either dismissed or the order modified or affirmed. FTC's own decision is appealable to any federal court of appeal, and ultimately to the Supreme Court.

FTC's Weapons

1. Letter of compliance. Least formal of FTC's disciplinary devices, this involves simply a written promise to discontinue a disputed practice. In more than 1,200 instances last year, that's how investigations ended. There's no publicity.

2. Stipulation. Much tougher. Here the investigators have recommended punitive action, short of formal complaint. A signed agreement is negotiated. It does not constitute an admission of guilt, nor is it enforceable in court. But it is (1) a recorded public action of the commission and is announced to the public and (2) the stipulation is used as evidence in the event of a recurrence of the practice.

3. Consent order. That's a short-cut settlement after a formal complaint has been issued. Still does not constitute admission of guilt, but is a legally enforceable order. Full details of consent orders are announced in decisions of the commission and FTC's press releases.

4. Cease and desist order. This is a finding of "guilty" after trial. Legally enforceable. In Robinson-Patman Act cases, FTC orders have been used successfully as evidence in private triple damage litigation. Orders are appealable to court, but violation is punishable by fine, imposed by federal judge, of up to $5,000 for each violation.

Publicity: FTC cloaks its administrative and investigatory operations in secrecy but publicizes all "judicial" activities, just as courts publicize their operations. FTC will not discuss consultations with individual companies, nor will it reveal the sources of complaints nor the identities of companies that are being investigated. It does not discuss "letters of discontinuance" obtained by investigators.

When a complaint is issued, it is treated the same way that an indictment is treated by courts. It is a matter of public record, and all complaints are announced in FTC press releases. Releases ordinarily summarize the issues involved, specify that the respondent has 30 days to reply and that hearings will follow. Full text of the complaint is available to the press. FTC issues press releases summarizing replies received from respondents, initial decisions by examiners, and final decisions by the commission in every case. Texts of initial decisions and commission decisions are available on request. #

2 Join Meldrum & Fewsmith

Henry H. Platek, formerly ad manager for Cleveland Worm & Gear Co., and C. Bruce Hardy, formerly of McCann-Erickson, have joined Meldrum & Fewsmith, Cleveland, as associate media directors.

MacDougall Appointed

The paint and brush division of Pittsburgh Plate Glass Co., Pittsburgh, has appointed Joseph M. MacDougall assistant advertising manager. He formerly was associated with Monsanto Chemical Co., St. Louis.

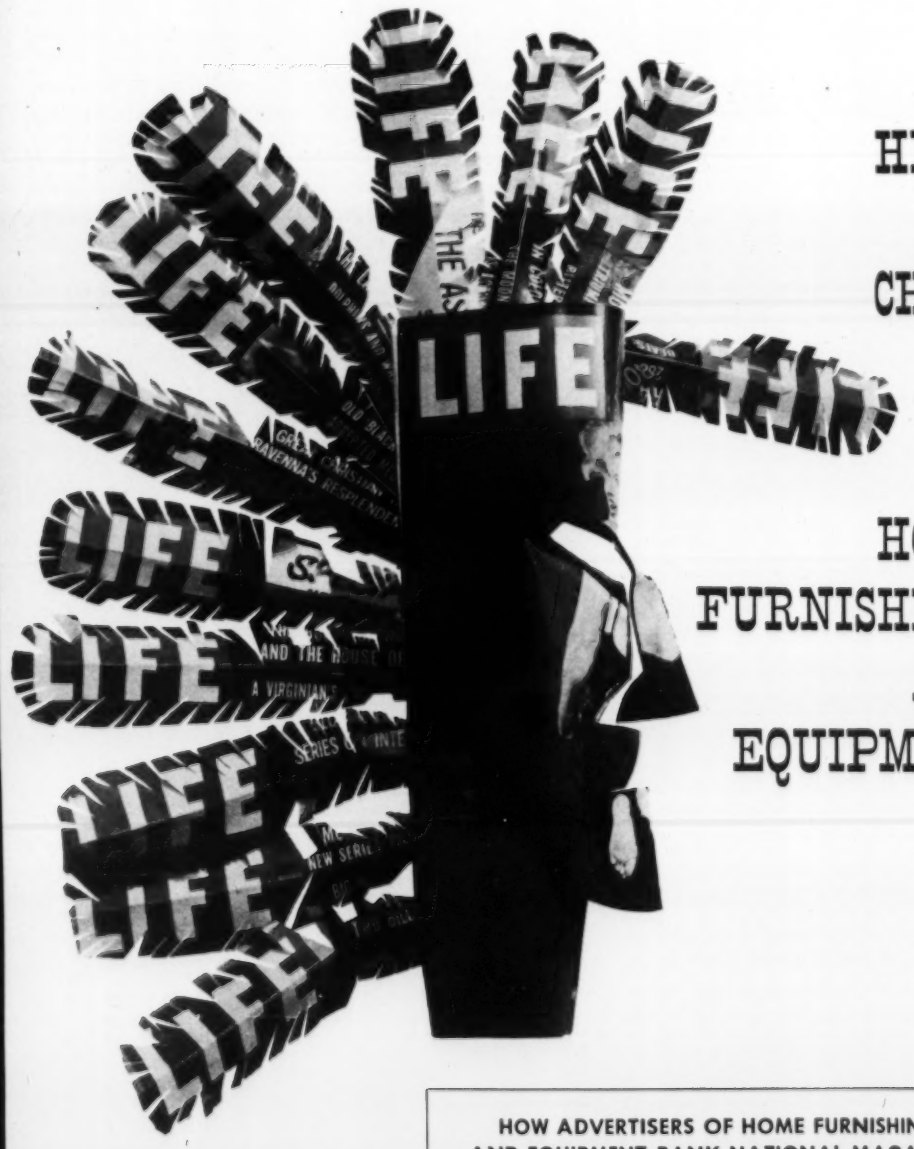
Where do you get BETTER SERVICE than at P&A?

• • •

PARTRIDGE & ANDERSON COMPANY

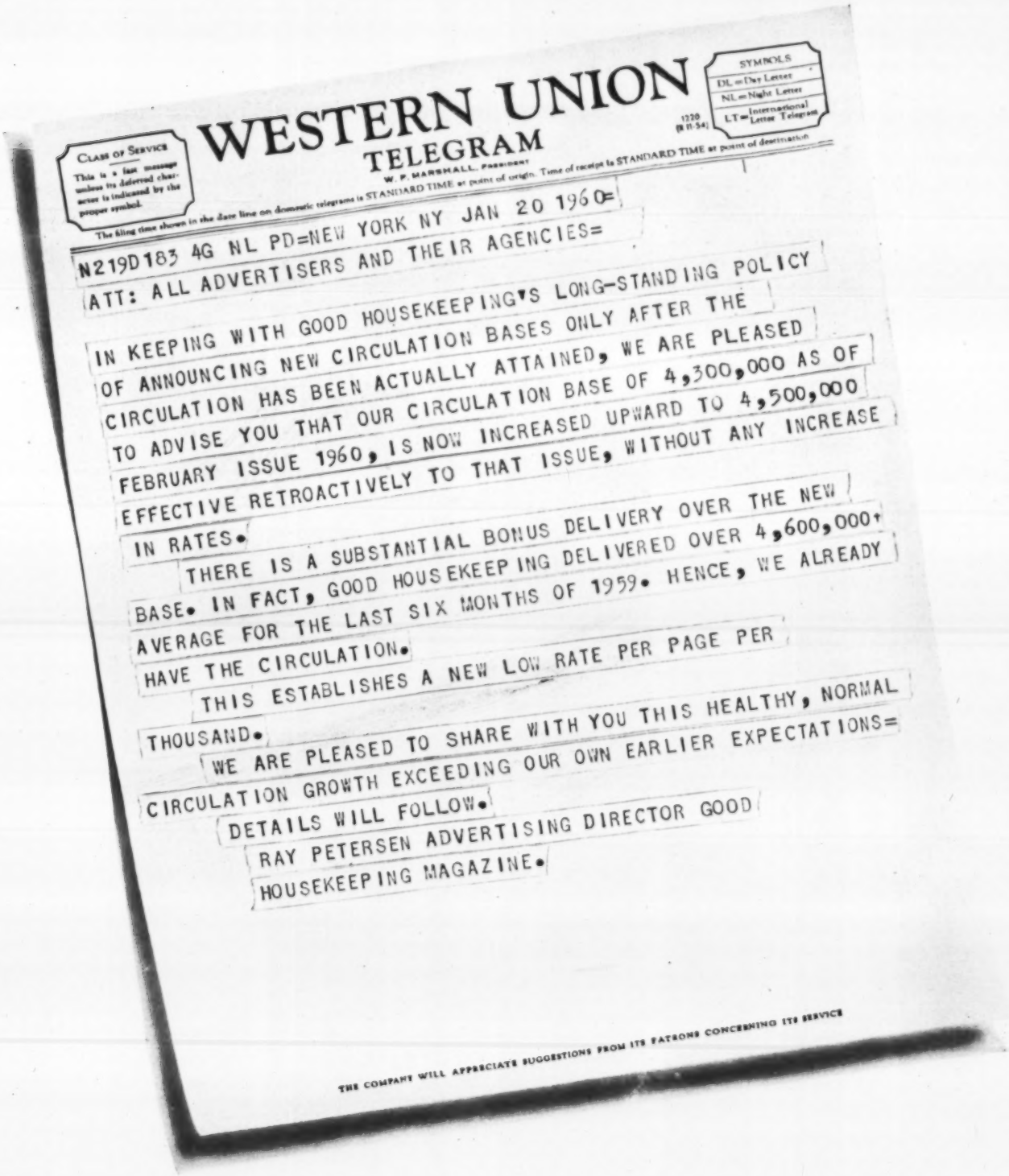
712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES


LIFE
LIFE
LIFE

At Good Housekeeping

IT'S THE PERFORMANCE, NOT THE PROMISE!



CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

1220 (8-11-54)

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

N219D183 4G NL PD=NEW YORK NY JAN 20 1960=
ATT: ALL ADVERTISERS AND THEIR AGENCIES=

IN KEEPING WITH GOOD HOUSEKEEPING'S LONG-STANDING POLICY OF ANNOUNCING NEW CIRCULATION BASES ONLY AFTER THE CIRCULATION HAS BEEN ACTUALLY ATTAINED, WE ARE PLEASED TO ADVISE YOU THAT OUR CIRCULATION BASE OF 4,300,000 AS OF FEBRUARY ISSUE 1960, IS NOW INCREASED UPWARD TO 4,500,000 EFFECTIVE RETROACTIVELY TO THAT ISSUE, WITHOUT ANY INCREASE IN RATES.

THERE IS A SUBSTANTIAL BONUS DELIVERY OVER THE NEW BASE. IN FACT, GOOD HOUSEKEEPING DELIVERED OVER 4,600,000+ AVERAGE FOR THE LAST SIX MONTHS OF 1959. HENCE, WE ALREADY HAVE THE CIRCULATION.

THIS ESTABLISHES A NEW LOW RATE PER PAGE PER THOUSAND.

WE ARE PLEASED TO SHARE WITH YOU THIS HEALTHY, NORMAL CIRCULATION GROWTH EXCEEDING OUR OWN EARLIER EXPECTATIONS=

DETAILS WILL FOLLOW.

RAY PETERSEN ADVERTISING DIRECTOR GOOD HOUSEKEEPING MAGAZINE.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Performance, not promise, is our platform. *Performance* has made Good Housekeeping the advertising leader in its field for 37 consecutive years; given us circulation vitality without pressing the panic button. And performance has given us sales influence with 40,930,000* women who believe in our pledge of performance, the Guaranty Seal.

If you are interested in performance—*sales* performance—we can promise you action.

*Crossley, S-D Surveys, Inc.

†Publisher's estimate

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping

MAGAZINE AND INSTITUTE

A HEARST MAGAZINE

AA Monitors All Those Jack Parr Commercials

NEW YORK, Feb. 2—Jack Paar, his loyal followers, and NBC, which grossed $12,998,000 on 1,512 participations on his show last year, all know that he has a lot of commercials. So do advertisers, a great many of whom seem quite happy to spend the $7,200 to $8,100 necessary to buy a minute on the 146-station lineup for this casual late night potpourri.

But Mr. Paar, who plays to the hilt the role of being candid, has made no secret of the fact that he often finds this overflowing cup of commercials a bit trying. Never in the history of entertainment have more acts been interrupted for a message from the sponsor than on this program.

■ Mr. Paar and his rush hour traffic jam of commercials have been a favorite topic for cartoonists. One gagster captioned his drawing of the announcer on the Paar show thusly: "Please bear with us while we interrupt this string of commercials to bring you a brief interlude of the Jack Paar show."

There are not many people, cartoonists or otherwise, who have sat down to figure out how many times Jack and his gang give way to tv ads and of what length. But that is just what ADVERTISING AGE's editors did in several cities recently. To double check our inexperienced stop-watch users, we assigned Broadcast Advertisers Reports to keep a second-by-second record of all the advertising carried on the show the night of Jan. 14 in New York, Los Angeles, Chicago and Charleston, S. C.

Our regular Paar watchers report that this turned out to be a very non-typical night for the telecast in terms of the frequency of selling interruptions and the number of spots scheduled back-to-back.

■ However, on the night of Jan. 14 the BAR report indicated that the total amount of time devoted to sell on this hour and 45 minute show as not excessive as defined in the NAB tv code. On each station there was about 22 to 23 minutes of sell, including breaks, participations, and station program promotion announcements. Under the code the acceptable maximum is 21 minutes for commercials within the show, plus station break announcements. For three out of the four breaks on this show, the stations are permitted to break for 70 seconds. The code currently endorses the 30-second break limit; but a proposal calling for an extension to a 70-second break period is under consideration. (As NBC has the show parceled out on paper, each half hour of the network portion of the show is set up to accomodate three network minutes throughout the show, the two local announcements back-to-back, plus a 70-second station break.)

■ What all of this second-hand watching and code phrase pondering adds up to as far as the viewer is concerned is this: It's not always the length of the commercial that drives the viewer to seek solace in a book or a late night movie; even more annoying are the jarring short interruptions that shatter the mood of the entertainment just as one is beginning to relax after a long weary day.

Wouldn't it be better to group the commercials in blocks to keep the program from being chopped up into so many unmanageable pieces? #

If you get a shook-up feeling from the in-show commercials, the promotion announcements for other shows, the back-to-back station breaks, and the more-to-come signs (also with commercials) on the Jack Paar program, the photographs on both sides of this page will show you why. Shooting off the tv screen in New York, Advertising Age's photographer snapped at least one shot from every piece of tv advertising carried on the show the night of Jan. 14 (less than half of the shots taken are shown here). It seemed a light night for commercials by Paar standards, but there were still an impressive number of interruptions; there were about 29 separate sales messages on the program as seen in New York.

Four-City Tabulation of Commercials on the Jack PaarShow

Monitored Jan. 14 by Broadcast Advertisers Reports

	NEW YORK WRCA-TV	LOS ANGELES KRCA-TV	CHARLESTON, S.C. WUSN-TV	CHICAGO WNBQ
PM				PM
1115 (LOCAL TIME)	JACK PAAR n Ivory Flakes P60 (56) (L) Gallo Wine P60 (57) (L) Pro Football Game Promo (04)	JACK PAAR n Super Anahist Cold Tablets P60 (58) (L) Dove Beauty Bar P60 (59) (L) Seahunt Promo (04) (L)	JACK PAAR n (Telephone Hour/ (People Are Funny/ (Trouble Shooters/ (M Squad/ (Championship (Bowling Promos (60) (Art Carney/ (Jerry Lewis (Promos (1:01)	1015 (LOCAL TIME) JACK PAAR n Hertz P60 (56) (L) Sealy Mattress P60 (53) (L) Pro Football Game Promo (04)
1130	(Vick Vaporub B60 (56) (Coty L'Aimont (Perf B10 (06) Durkee Inst Minced Onions P60 (1:13) (N)	(Palmolive Rapid (Shave B60 (57) (Fritos Corn (Chips B10 (08) Durkee Inst Minced Onions P60 (1:15) (N)	(Bromo Seltzer B60 (58) (Bob Gray Shell (Dealer B10 (12) Durkee Inst Minced Onions P60 (1:13) (N)	1030 (Chase & Sanborn B20 (18) (Mental Health B20 (17) (US Savings (Bonds B20 (18) (Terry's Frozen (Chop Suey B10 (06) O'Keefe Gas Range & Peoples Gas P60 (58) (L) (Betty Crocker Country (Kitchen Cake (Mix P60 (56) (L) (Rambler P20 (19) (L)
1145	F & F Cough Lozenges & Throat Lozenges P60 (1:18) (N) Sandran Floor Covering P60 (1:10) (N) (Hertz Rent-A- (Car P60 (57) (L) (Wesson Oil P60 (56) (L) Telephone Hour Promo (04)	F & F Cough Lozenges & Throat Lozenges P60 (1:18) (N) Sandran Sun Sparkle Vinyl Floor Covering P60 (1:09) (N) (Clairol Lady (Clairol P60 (58) (L) (Robert Hall (Clothes P60 (1:01) (L) Telephone Hour Promo (04)	F & F Cough Lozenges P60 (1:18) (N) Sandran Floor Covering P60 (1:09) (N) Pub Serv Nursing Career P60 (1:00) (Today/ Dough Re Mi/ (Play Your Hunch/ (Price Is Right/ (Concentration/ (Truth Or (Consequences/ (It Could Be You (Promos (55) Station Promo (09)	1045 (Dristan P60 (56) (L) (Rambler P10 (09) (L) (Lockup Promo (04) (Ivory Liquid P60 (57) (L) (Lestoil P60 (56) (L) Telephone Hour Promo (04)
AM 1200	(Playtex Grdl B60 (57) (NY Herald (Tribune B10 (06) Green Mint Mouth Wash P60 (1:09) (N)	(Vaseline Hair (Tonic B60 (55) (Snowdrift (Shortening B10 (07) Green Mint Mouth Wash P60 (1:09) (N) Mennen Afta-After Shave Conditioner P60 (1:10) (N)	(Preparation H B60 (58) (Edwards Store B20 (17) Green Mint Mouth Wash P60 (1:10) (N)	1100 (National Food B10 (14) (Alpine (Cigarettes B10 (06) (Northwest Orient (Airlines B20 (17) (TV Guide B10 (04) (Station Promo (12) Green Mint Mouth Wash P60 (1:09) (N) Mennen Afta-After Shave Conditioner P60 (1:10) (N) Bon Ami Clnsr P60 (1:10) (N) (Heavyweight Wrestling (Promo (04) (First Federal (S & L P60 (56) (L) (Coca-Cola P60 (57) (L) Jerry Lewis Promo (04)
1215	Mennen Afta-After Shave Conditioner P60 (1:10) (N) Bon Ami Clnsr P60 (1:10) (N) (Alpine Cig P60 (57) (L) (Ivory Soap P60 (57) (L) Lewis Promo (04)	Bon Ami Clnsr P60 (1:10) (N) (Arthur Murray Dance (Studios P60 (58) (L) (Zest Beauty (Bar P60 (56) (L) Jerry Lewis Promo (03)	Mennen Afta-After Shave Conditioner P60 (1:10) (N) Bon Ami Clnsr P60 (1:10) (N) Pub Serv Army P60 (1:00) (Today/ Dough Re Mi/ (Play Your Hunch/ (Price Is Right/ (Concentration/ (Truth Or Consequences/ (It Could Be You (Promos (54) Station Promo (08) Jerry Lewis Promo (04)	1115
1230	(Clairol Miss Clairol (Hair Color (Bath B60 (57) (Ice Follies B10 (06) Dash Det P60 (57) (L)	(Schlitz Beer B60 (58) (Pub Serv (Diabetes B10 (07) (Lux Pink Liq (Detergent P60 (58) (L) (Sta Promo Trouble (Shooters (11) Olympia Beer P60 (58) (Vick Cold (Tablets P60 (58) (L) (Sta Promo (Riverboat (15)	(Playtex Bra B60 (59) (Today Promo (10) Durkees Inst Mncd Onion P60 (1:13) (N)	1130 (Jewel Food Stores B20 (17) (Folger Coffee B10 (07) (Stauffer Frozen Foods B20 (17) (TV Guide B10 (04) (Station Promo (12) Durkees Inst Mcd Onion P60 (1:13) (N)
1245	Tip Top Brd P60 (57) (L) Lux Liq Det (Pink) P60 (57) (L) (Dove Beauty (Bar P60 (58) (L) (Pub Serv Better (Schools P60 (58) Best/Paar Promo (07) Movie Four Promo (18) Four Just Men Promo (07)	(Scott Bathroom (Tiss P60 (57) (L) (Chase & Sanborn Inst (Cof P60 (58) (L) Best/Paar Promo (07) NBC-NAB ID (03) Regal Pale Beer B20 (18) Sta Promo Seahunt (07)	F & F Cough Lozenges P60 (1:14) (N) Sandran Floor Covering P60 (1:11) (N) Pub Serv Savings Bonds P60 (1:08) (Today/ (Dough Re Mi/ (Play Your Hunch/ (Price Is Right/ (Concentration/ (Truth Or Consequences/ (It Could Be You/ (Station Promos (51) Best Of Paar Promo (07)	1145 F & F Cough Lozenges P60 (1:18) (N) Sandran Vinyl Floor Covering P60 (1:09) (N) (Midnight News (Promo (03) (Playtex (Girdle P60 (57) (L) (Mr Clean P60 (56) (L) (Station Promo (04) (Flako Corn Muffin (Mix B60 (57) Scent Of Mystery B10 (08)
Total:	App-22:24	22:56	22:47	23:40

Note: L is local; N is network. This designation is not used in every case, but all B (station breaks) are local. P refers to participations. (means spots were aired back-to-back. Promos are program promotion announcements.

Stopwatch variances—BAR reports that its monitors time the audio portions only. Video sometimes starts before the audio. BAR is sure all filmed 10-second breaks and 60-second participations ran in their entirety. For this reason in our totals the breaks were counted as 10s and participants as 60s even if the figures in the parentheses show slightly less.

MEAD MAKES NEWS

MANY VARIETIES OF PAPER GROW ON THE "TREES" OF MEAD!

FOR PAPERS TO PRINT ON...WRITE ON...COUNT ON...BANK ON...

SPECIFY MEAD AND CHOOSE FROM THE WORLD'S BROADEST LINE

OF FINE PRINTING PAPERS. IF IT'S PAPER YOU NEED...

LOOK TO MEAD...IMAGINATION IN PAPER AND PACKAGING.

MEAD
papers

a subsidiary of THE MEAD CORPORATION Dayton 2, Ohio

MEAD papers for every use

With seventeen mills, modern facilities, vast woodlands and experienced papermakers, Mead is in exceptional position to make and market a wide range of grades. Shown here is a complete listing of Mead grades, each of which successfully meets three requirements: It is the best of its class; it fills a real customer need; it provides ever greater value through improved quality.

THE COMPLETE LINE OF QUALITY PAPER PRODUCTS . . .

Correspondence and Office Papers

Mead Bond
Mead Cockle Bond
Mead Safety Paper
Mead White Safety Bond
Mead Mimeo Bond
Mead Ledger
Mead Duplicator
Mead Master Paper
Maderite Bond
Moistrite Opaque Bond—12 lb.
Moistrite Bond
Moistrite Mimeo Bond
Moistrite Ledger
Moistrite Duplicator
Moistrite Form Bond & Ledger
Northlite Mimeo Bond
Northlite Duplicator

Letterpress Papers

Dilcol Translucent
Black & White Enamel
Black & White Coated Cover
Old Ivory Enamel
Printflex Enamel
Printflex Enamel Dull
Printflex Coated Cover
Richfold Enamel
Process Plate Enamel
Escanaba Enamel
MeadBrite Text & Cover
Mead Opaque
Suede Wove & Laid
De & Se Tints
Flat White English Finish
Imperial Eggshell
Snowland Printing

Offset Papers

Dilcol Offset Translucent
Black & White Offset Enamel
Black & White Offset Coated Cover
Printflex Offset Enamel
Printflex Offset Coated Cover
Richgloss Offset Enamel
Glacier Offset Enamel
MeadBrite Text & Cover
Mead Opaque
Moistrite Offset
De & Se Tints
Northlite Offset
Northland Offset

Indexes and Bristols

Superfine Bristol
Olympic Bristol
Fiberfold Bristol
Strongheart Index
Made (w) right Index
Innovation Index
Innovation Vellum
Ionic Blanks
Index & Cut Cards

Cover Papers

Black & White Coated Cover
Black & White Offset Coated Cover
Dilcol Translucent
Dilcol Offset Translucent
Printflex Coated Cover
Printflex Offset Coated Cover
Leatheright Cover
Spotlight Cover
Highlight Cover
Potomac Cover
Potomac Velour
Wood Grain Cover

Label Papers

Printflex C1S (letterpress and offset)
Richgloss C1S (offset)
Richfold C1S (letterpress)
M.F. Label

Business and Accounting Forms Papers

Moistrite Form Bond
Moistrite Form Ledger
Facsimile Posting Master
Carbonizing Bond

Specialties

Papeteries & Greeting Card Papers
Coated & Uncoated Embossed and Surface Decorated Papers
Cigarette Cup Stock
Duplex, Airmail, White & Colored Wove Envelope Papers
Magazine and Publication Papers
Tablet Poster and Converting Papers
Hard Bound Book and Pocketbook Papers
Box Wrap and Gift Wrap Papers
Wet Strength Papers
Impregnating Papers
Laminated Papers
Specialized Technical Papers

MEAD papers

THE MEAD CORPORATION • Dayton 2, Ohio
MEAD Papers, Inc. • 118 West First Street • Dayton 2, Ohio

New York - - - - - 230 Park Avenue
Chicago - - - - 20 North Wacker Drive
Boston - - - - - - 80 Federal Street
Philadelphia - - 123 South Broad Street
Cincinnati - - - - 4927 Beech Street
Detroit - - - - 401 New Center Bldg.
Greensboro, N. C. - - - 707 Dover Road
Milwaukee - - 312 E. Wisconsin Avenue
Atlanta - - - - - 223 Peachtree Street

MEAD PAPERS are available through leading Merchant Distributors in all principal cities of the United States.

Letterpress on MEAD BLACK AND WHITE ENAMEL, 100 lb.

Bill Empowering FDA to Set Limit on Dyes Reaches House

WASHINGTON, Feb. 2—The Toilet Goods Assn. and the Department of Health, Education & Welfare agreed last week that Congress ought to do something about existing law which bans any additive that is harmful to test animals or people.

The issue came into the open as the House committee on interstate and foreign commerce took up legislation to let the Food & Drug Administration fix safe "tolerances" for coal-tar dyes. The bill has already passed the Senate.

Voicing support for the bill, H-E-W Secretary Arthur Flemming reiterated his determination to move against any substance which produces cancer in test animals, regardless of the quantity involved. He said no one knows how much is needed to cause cancer in humans, so there can be no safety tolerance for cancer-producing items.

■ The Toilet Goods Assn. was anxious to clarify the fate of 17 coal tar dyes which are expected to be banned from lipstick. While tests showed the dyes can cause liver damage in test animals, the association contended a woman would have to gulp 100 lipsticks a day to consume a similar quantity.

H-E-W spokesmen indicated they are sympathetic to the Toilet Goods Assn. viewpoint but they contend the colors must be banned unless Congress clears the law permitting FDA to fix tolerances.

FDA is also asking that the burden of proof in safety cases for color tars rest on manufacturers, instead of the government. Similar procedures were established for new food additives two years ago after the government protested it lacks research resources to test all the products which are submitted for clearance. #

Foster to Swan & Mason

Kendall Foster, who formerly had his own management appraisal company, has been named a vp at Swan & Mason Advertising, New York. Mr. Foster served as vp in charge of television at William Esty Co. until he resigned from the agency in 1954. In his new post, Mr. Foster will be responsible for account development and will serve on the plans board.

Armour Unit Shifts to Ketchum

Armour Alliance Industries, Alliance, O., manufacturer of coated abrasives, adhesives and cushioning products, has moved its advertising account from Foote, Cone & Belding, Chicago, to Ketchum, MacLeod & Grove, Pittsburgh. The company, a division of Armour & Co., reportedly did little or no advertising in 1959 but plans an active ad program this year.

Morse, Arrenholz Join BBDO

David Morse has joined the Minneapolis office of Batten, Barton, Durstine & Osborn as an account executive. Mr. Morse was formerly with Fitzgerald Advertising Agency, New Orleans. Richard Arrenholz, formerly production manager of Knox Reeves Advertising, has joined the production department of BBDO, Minneapolis.

Johns-Manville Promotes Two

Johns-Manville, New York, has promoted Douglas O. Cooke, formerly assistant ad manager of the company's industrial insulations division, to the new post of ad manager of the division, and John J. McCarthy, formerly assistant ad manager of the pipe division, to the new position of ad manager of the division.

Bon Ami Boosts Webb

Olen R. Webb, formerly assistant to the sales manager of the industrial division of Bon Ami, New York, has been named sales manager, succeeding John Holme, who resigned. Mr. Webb previously was general manager of the General Contracting Co. in Saudi Arabia.

Renault Dealers Name Agency

Magna Motors and Dolphin Motors, eastern distributors of Renault and Peugeot automobiles, have appointed Papert, Koenig & Lois, New York, as their advertising agency, succeeding Fairfax Advertising.

DeLuca Joins Katz Agency

Vincent T. DeLuca, previously a chief time buyer at Erwin Wasey, Ruthrauff & Ryan, has joined the radio sales staff of Katz Agency, New York media representative.

OFF CAMERA with HAZEL BURNETT

Hazel Burnett appears daily (9:00-9:30 A.M.) on her popular WSBT-TV show, "Homemakers Time". This program recently drew 1500 applications for enrollment in "Dollars and Sense", a home economics feature presented in co-operation with Purdue University. A few availabilities still exist on this popular housewives show. Write for full information or see Raymer's.

Profile of the South Bend, Indiana, housewife—she enjoys a family income that's well above the national average. She buys quality, but is a careful shopper; takes full advantage of increased competitive situation created by South Bend's many new shopping centers, department stores, supermarkets. She (and friend husband) are confident, optomistic. Work is good, so's the pay. They're spending at a record pace. To dominate the big South Bend market use WSBT-TV . . . the station with the confidence and coverage of a 14-county, $1,613,896,000 market. The November Nielsen gives WSBT-TV 47.8% share of sets in use, sign-on to sign-off. Raymer can give you complete details.

WSBT-TV

South Bend, Indiana • Channel 22

Ask Paul H. Raymer • National Representative

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are
trademarks,
too!

As this tall white hat identifies the chef, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*DACRON and ORLON are our registered trademarks. When you use them: *Distinguish them*—Capitalize *and* use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Associate them with their generic terms—for DACRON the generic term is polyester fiber, for ORLON the generic term is acrylic fiber. *Designate them*—As Du Pont's trademark for its polyester (acrylic) fiber in a footnote or otherwise.

ERNEST W. LAWSON

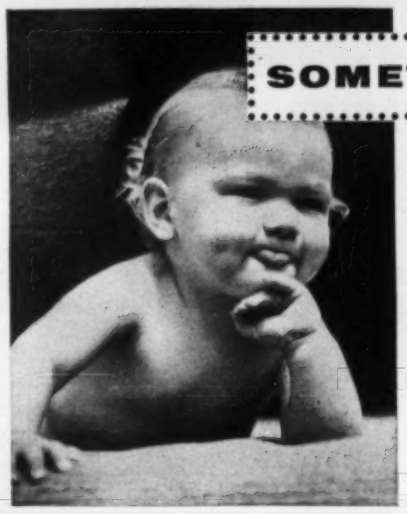
LYNN, MASS., Feb. 2—Ernest W. Lawson, 59, publisher and general manager of the *Lynn Daily Evening Item*, died Jan. 29.

Mr. Lawson, who had been publisher of the *Item* since 1939, had concluded negotiations three weeks ago for the purchase by the *Item* of the *Telegram-News*, Lynn's only other newspaper.

Prior to coming to Lynn, he had served on the *Brockton Times*, *Brockton Enterprise*, and *Worcester Evening Post*. He was ad director of the *Post*.

ERNEST W. SAMPSON

CHICAGO, Feb. 2—Ernest W. Sampson, 59, vp of marketing for Central Solvents & Chemicals Co., died Jan. 25 in Evanston Hospital. He had been ill for four months. Mr. Sampson was a resident of suburban Glencoe.



SOMETHING TELLS ME...

You'll be better off when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

HEAP BIG CHIEF IN APPAREL, FOOTWEAR AND ACCESSORIES

HOW ADVERTISERS OF APPAREL, FOOTWEAR AND ACCESSORIES RANK NATIONAL MAGAZINES

RANK	MAGAZINE	ADV. REVENUE
1	LIFE	$7,734,938
2	Vogue	4,347,710
3	Seventeen	3,108,037
4	New Yorker	2,676,758
5	Good Housekeeping	2,651,878

Source: P.I.B. (Jan.-Dec., 1959)

Frank Baker, 80, Tacoma Newspaper Publisher, Is Dead

TACOMA, Feb. 2—Frank F. Baker, 80, president of the Tribune Publishing Co. and publisher of the *Tacoma News-Tribune*, died Jan. 31 after an illness of several weeks.

Mr. Baker had been in the newspaper business here since 1912. He was graduated from Western Reserve University in 1901 and began his newspaper career as business manager of the *Canton Repository*.

In 1904 he joined the *Cleveland Plain Dealer*, of which his father was president and general manager, and in 1910 he went to Boston to serve as business manager and later publisher of the *Boston Traveler*. He came to Tacoma in 1912 when the *Traveler* was merged with the *Boston Herald*.

Mr. Baker was president of West Tacoma Newsprint Co., a trustee of the University of Puget Sound, and a member of the American Society of Newspaper Editors, American Newspaper Publishers' Assn. and Inter-American Press Assn.

RICHARD C. HARRISON

EAST HADDAM, CONN., Feb. 2—Richard C. Harrison, 78, the originator of one of the nation's most familiar trademarks—Psyche, the White Rock girl—died at his home Jan. 23. He had resigned in 1940 after serving 20 years as president of White Rock Mineral Springs Co.

He created the picture of the scantily clad girl staring at her reflection in a pool.

A native of Pittsburgh, Mr. Harrison served with the U.S. office of price administration during World War II. He was once assistant counsel to New York's public service commission and was personal assistant to John P. Mitchel, who later became mayor of New York.

D. CLINTON GROVE

SEA ISLAND, GA., Feb. 2—D. Clinton Grove, 73, for many years advertising manager of Blaw-Knox Co., Pittsburgh, manufacturer of industrial goods, died here Jan. 23. Mr. Grove was well known in industrial advertising and had been one of the founders of the Pittsburgh chapter of the National Industrial Advertisers Assn. (now Assn. of Industrial Advertisers). He was also a member of the Pittsburgh Advertising Club.

His career with Blaw-Knox began in the company's early years; he organized its advertising department. He served as advertising manager until 1944, when he became an assistant to the exec vp. He retired in 1952, then served as a consultant on special phases of industrial advertising.

DAVID ROSENSTIEL

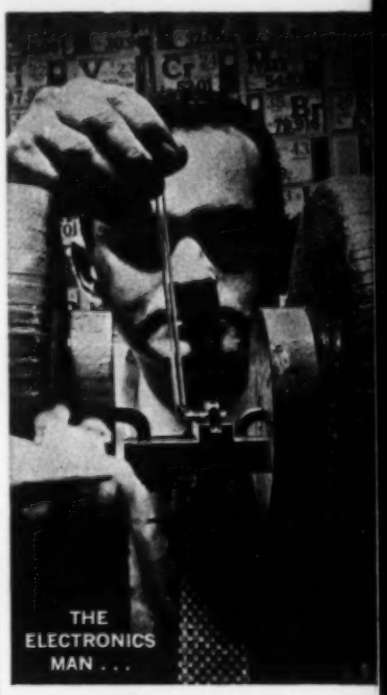
TUCSON, Feb. 2—David J. Rosenstiel, 35, regional advertising and merchandising manager of Schenley Industries and son of its chairman and president, Lewis S. Rosenstiel, died at his home here Jan. 27 of a heart attack. Born in New York, Mr. Rosenstiel was graduated from the University of Virginia and served in the Coast Guard in World War II. Virtually his entire business career had been spent with Schenley.

LEONARD GERSON

NEW YORK, Feb. 2—Leonard B. Gerson, 41, vp of Daniel Starch & Staff, Mamaroneck, marketing research consultant, died Jan. 25 at his home here of a heart attack.

Mr. Gerson had been director since 1949 of the Starch reader impression program, a marketing research system used by various media and advertising agencies. He had been scheduled to speak Jan. 26 at a seminar here on "Oustanding 1959 *Business Week* Advertisements."

A graduate of Temple University, Mr. Gerson had studied under a graduate fellowship at the University of Pennsylvania. During World War II he served as an officer of field artillery in the Pacific theater. He was a director of Irvington House, a hospital for cardiac children, Irvington, N. Y.



BE THERE WHEN HE IS READY TO BUY!

It pays to use **electronics'** weekly issues to create interest and acceptance for your products or services.

Use of the **electronics** BUYERS' GUIDE and Reference Issue sells *all* your products *all* year long. It pays to be there when your customer—the electronics man—is buying in the pages of the EBG.

The electronics man who uses the "Guide" is the same man who pays to read **electronics** . . . 52,000-plus engineers in Research, Design, Production, and Management.

electronics BUYERS' GUIDE

and Reference Issue

THE ELECTRONICS MAN'S BASIC BUYING BOOK

DeWitt Clough, 80, Former Chairman of Abbott Labs, Is Dead

CHICAGO, Feb. 2—S. DeWitt Clough, 80, retired board chairman of Abbott Laboratories, North Chicago, one of the nation's largest pharmaceutical manufacturers, died Jan. 31 at his home here.

He retired from Abbott in 1952.

Mr. Clough was hired about 1903 by Dr. Wallace C. Abbott, founder of the then Abbott Alkaloidal Co., as a parttime space advertising salesman, for $5 a week. He soon became a fulltime advertising and business manager of *The Alkaloidal Clinic*, one of Dr. Abbott's early publishing ventures. A few years later Mr. Clough was named advertising manager of the company.

In 1915, the year after Abbott Alkaloidal Co. had become Abbott Laboratories, Mr. Clough was elected to the board of directors. In 1920 he became secretary of the company and in 1930 vp in charge of advertising. He was instrumental in the establishment of "What's New," Abbott's widely known publication for the medical profession.

He became president of the company in 1933. That year he reported that the concern had a profit of $549,578. When he stepped up to the board chairmanship in 1946, he reported that the annual earnings were $3,156,795.

Mr. Clough worked closely with Dr. Abbott, becoming secretary and a board member in 1915, the same year the company took its present name.

■ Mr. Clough was a pioneer in organizing advertising as a profession. In 1907 he was one of the founders of the Chicago Advertising Assn., now the Chicago Federated Advertising Club and in 1913 was a founder of the Advertising Federation of America and chairman of its first board of directors, then known as its national commission. He also was one of the three founders of the Advertising Scholarship Foundation at Northwestern University.

Writing was a hobby, and his published works include "Backbone," a collection of aphorisms, verse and sketches, and "Everyday Courage," depicting courage shown by famous Americans.

During World War I he was a captain in the Army quartermaster corps. He organized the Drug Resources Committee, served on the pharmaceutical advisory committee and other units of the war production board, the office of civilian defense and the office of price administration during World War II.

■ Mr. Clough was president of the American Drug Manufacturers Assn. He has received honorary degrees from Knox College and Lake Forest College. He has been a director of Gillette Safety Razor Co., the Crerar Library in Chicago and the University of Chicago Cancer Foundation. He was a founder of the Executives Club of Chicago.

Mr. Clough became managing director of the Chicago Heart Assn. in 1946. In 1959 he was appointed its board chairman. In 1953, the association presented him a Gold Heart, its highest award.

ALTA RUTH HAHN

NEW YORK, Feb. 2—Alta Ruth Hahn, 58, editorial vp of *Sales Management*, died Jan. 28 at Stamford Hospital of cancer.

Known professionally as A. R. Hahn, she had been managing editor of the magazine for 25 years. She was named executive editor in 1954 and last April was appointed vp in charge of editorial work.

Miss Hahn was graduated from the University of Illinois in 1922, and had been secretary for the Dartnell Corp., Chicago, founder and former publisher of *Sales Management*. She came to New York in 1928 when Bill Bros. Publishing Co. acquired the paper.

She was a past vp of Associated Business Publications and a past president of the New York Business Paper Editors Assn. She was named business woman of the year in 1958 by National Sales Executives.

CHARLES R. BIRD

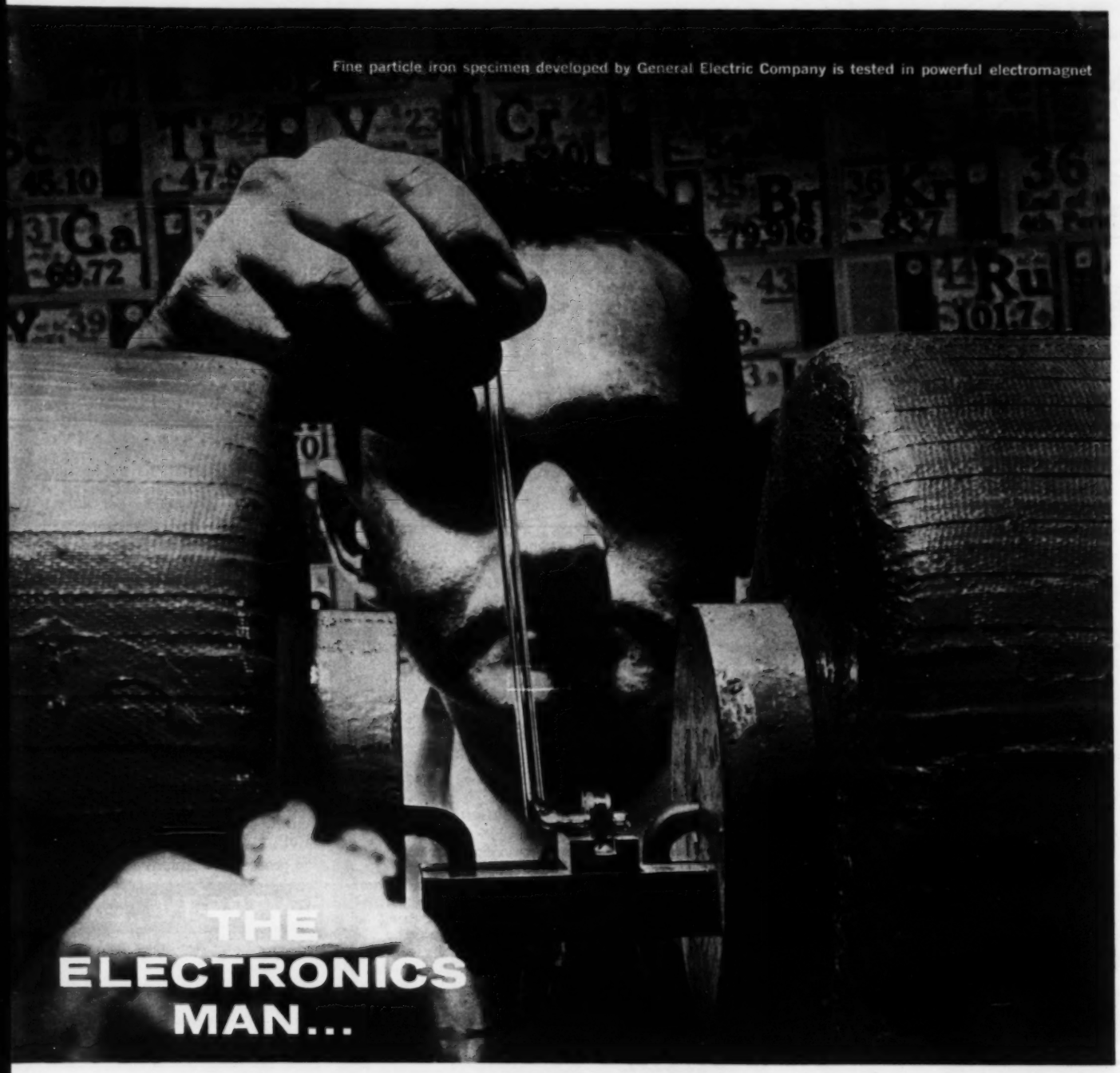
PHILADELPHIA, Feb. 2—Charles R. Bird, 66, General Outdoor Advertising Co. area director for Philadelphia, died suddenly here Jan. 19.

Mr. Bird was appointed area director Jan. 1, following 30 years as manager of the Philadelphia branch. His career in outdoor advertising covered 40 years, all in the Quaker city.

The veteran advertising executive was twice president of the Outdoor Advertising Assn. of Pennsylvania and a former national director of the Outdoor Advertising Assn. of America.

WALTER E. BUNNELL

RENO, Feb. 2—Walter Eugene Bunnell, 81, retired president of the old W. H. H. Hull & Co. advertising agency, New York, died in a hospital here Jan. 13. He had been residing with his daughter and son-in-law, the Robert Perry Youngs.


Fine particle iron specimen developed by General Electric Company is tested in powerful electromagnet
THE
ELECTRONICS
MAN...

HOW TO FIND HIM

Many electronics men work in industries such as aircraft, automotive, petroleum, chemicals, etc. They work with instrumentation, computers, missile guidance systems and the myriad other applications developing each day.

Now look at the badge that identifies the electronics man. It reads **R** esearch-**D** esign- **P** roduction- **M** anagement. The interest of the electronics man is in any or all of the four areas.

No matter where you find the electronics man, his engineering background enables him to influence the purchase of electronic components and equipment.

There's one best way to reach the electronics man, in whatever industry, in whatever area he works. It's the magazine **electronics**. 52,000 electronics men pay to read it... every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... **electronics**

McGraw-Hill Publication • 330 West 42nd Street, New York 36, New York

IRWIN R. TUCKER CO.
300 W. WASHINGTON STREET · CHICAGO 6, ILL.
PHONE CENTRAL 6-9480
CHICAGO FOOD BROKERS
COMPLETE DEPENDABLE COVERAGE OF THE CHICAGO MARKET

MRCA Names Berner, Covey to New Consumer Panel Posts

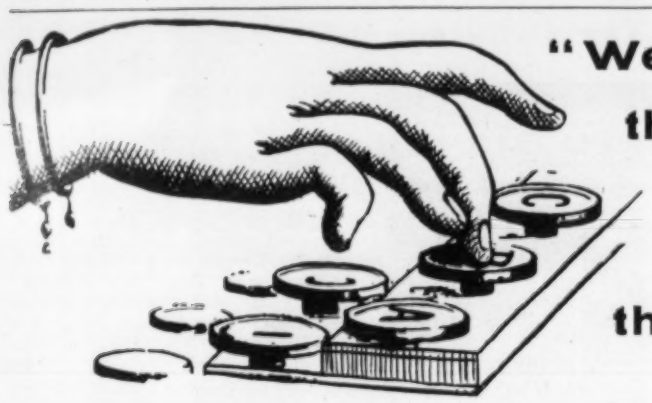
Market Research Corp. of America, New York, has appointed Frederic G. Berner eastern regional manager and Preston Covey western regional manager of its consumer panel division. Both were previously vps in client service. Mr. Berner succeeds Daniel F. Connell, who has been promoted to director of marketing of the division. Mr. Covey, who will be headquartered in San Francisco, replaces Don W. Connell, now the division's general sales manager.

Renault Names McLean

Winston S. McLean has joined Renault Inc., New York, as sales promotion manager. Mr. McLean was formerly a Latin American sales representative of Underwood Corp., assistant sales manager in Mexico for General Tire & Rubber and field marketing manager in Africa for Goodyear International Corp.

Wayne Named Ad Manager

Richard L. Wayne, formerly creative director of Public Information Associates, New York, has been appointed to the new position of advertising manager of Stanbee Co., North Arlington, N. J., manufacturer of industrial textiles for the shoe industry and allied trades.



"We press the buttons... ...you do the resting"

Sheraton's got an exclusive in the hotel industry — an electronic reservation system called *RESERVATRON*. What does it do? It gets you confirmed reservations at any of Sheraton's 54 hotels in 4 seconds flat, that's what. And it's free, too. All you do is call the nearest Sheraton Hotel. SEND FOR FAT FREE BOOKLET: 96 pages chock full of facts about all of Sheraton's hotels in 39 cities. It'll be useful to you — and prove to us that you read this ad. Address: Sheraton Corp., Ad Age Ad #8, 470 Atlantic Ave., Boston, Mass.

LIFE
LIFE
LIFE

Corn-Crisp Chicken Push Set by Broiler Council, 4 Others

NEW YORK, Feb. 2—A $750,000 campaign is being launched for February and March around corn-crisped chicken—a successful recipe promotion last year.

The merchandising partners in this related item tie-in will be Reynolds Wrap, Pet Milk, Kellogg corn flakes and Corn Flake Crumbs, the National Broiler Council, along with a new partner —Ac'cent.

Extensive consumer advertising, using all media, will be supported by in-store merchandising and a nationwide publicity campaign.

In support of the promotion, the merchandising partners have announced the following activities.

- Kellogg: about 30,000,000 corn flakes boxes and some 250,000 boxes of Corn Flake Crumbs will carry the corn-crisped chicken recipe.
- Pet Milk: about 100,000,000 cans of Pet Milk will carry the recipe on the back panel.
- Ac'cent International is supplying its own point of purchase material to tie-in with the corn-crisped chicken.
- Reynolds will feature the promotion on three tv commercials on "Adventures in Paradise" and "Bourbon St. Beat."
- National Broiler Council will coordinate publicity for all participants.

■ In addition, all partners will feature the recipe in magazine and newspaper ads and radio and tv spots. #

McAdams Names Dr. Jacobson New Medical Director

Dr. Abraham S. Jacobson has been appointed medical director of William Douglas McAdams Inc., New York. Dr. Jacobson, with the agency since 1954, was formerly associate medical director. He succeeds the late Dr. Lawrence Sophian.

Dr. Jacobson, the author of numerous scientific articles dealing with rheumatoid arthritis and Hodgkin's disease, will direct the medical activities of McAdams and supervise all copy.

Exec Club Installs Jenssen

Dr. Ward J. Jenssen, head of Ward J. Jenssen Inc., has been installed as the 1960 president of the Los Angeles Merchandising Executives Club. Dr. Jenssen succeeds Charles Rose, director of merchandising for the *Los Angeles Times*. Formerly on the faculties of Northwestern University and the University of Southern California, he has been a market researcher and management consultant for more than 14 years.

VITV Opens in Virgin Isles

The first television station on the Virgin Islands—VITV—will begin operating about March 1 in Charlotte Amalie, St. Thomas. The closed circuit station is owned by the Virgin Isle TV Cable Corp. and expects to serve 350 sets initially. Within three years, however, because of the island's burgeoning economy, 10,000 installations are expected.

Kalamazoo Appoints Agency

Kalamazoo Mfg. Co., maker of railroad and other transport equipment, has appointed Schoonmaker, Williams & Moss, Kalamazoo, Mich., to handle its national advertising and sales promotion.

McCall Boosts Two

A. Edward Miller, publisher of *McCall's*, and Robert Stein, editor of *Redbook* and a McCall Corp. vp, have been elected to the McCall Corp.'s board.

Mailers Elect Andrews

Bruce Andrews, of Stran-Steel Corp., has been elected president of the Direct Mail Club of Detroit. Other officers elected include Carl Welti, Detroit Edison Co., 1st vp; Robert A. Vander Pyl, Advertising Letter Service, 2nd vp; Fred Kempster, Detroit Diesel division of General Motors, secretary; and Lester Finley, National Bank of Detroit, treasurer.

Lyn Babcock Starts TV Service

Lyn Babcock, formerly a producer-director at J. Walter Thompson Co., has resigned to form TV Commercial Services, with offices at 45 E. 55 St., New York. Miss Babcock will offer tv commercial production services to agencies which do not employ their own producers and to those which wish to supplement the work of their production staffs.

IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**
A33, 19 W. 44th Street, New York 36, N. Y.

What's Britain like as a market?

British housewives are do-it-yourselfers

In Britain housewives still look on groceries as the raw materials of, rather than substitutes for, good cooking. Indeed, in the North many housewives were either brought up, or are bringing their own children up, on home-baked bread. It's not that they are still in the Stone-ground Age – they prefer it that way.

Clearly, any U.S. grocery product whose advertising in Britain were not planned in the light of this knowledge could run into trouble.

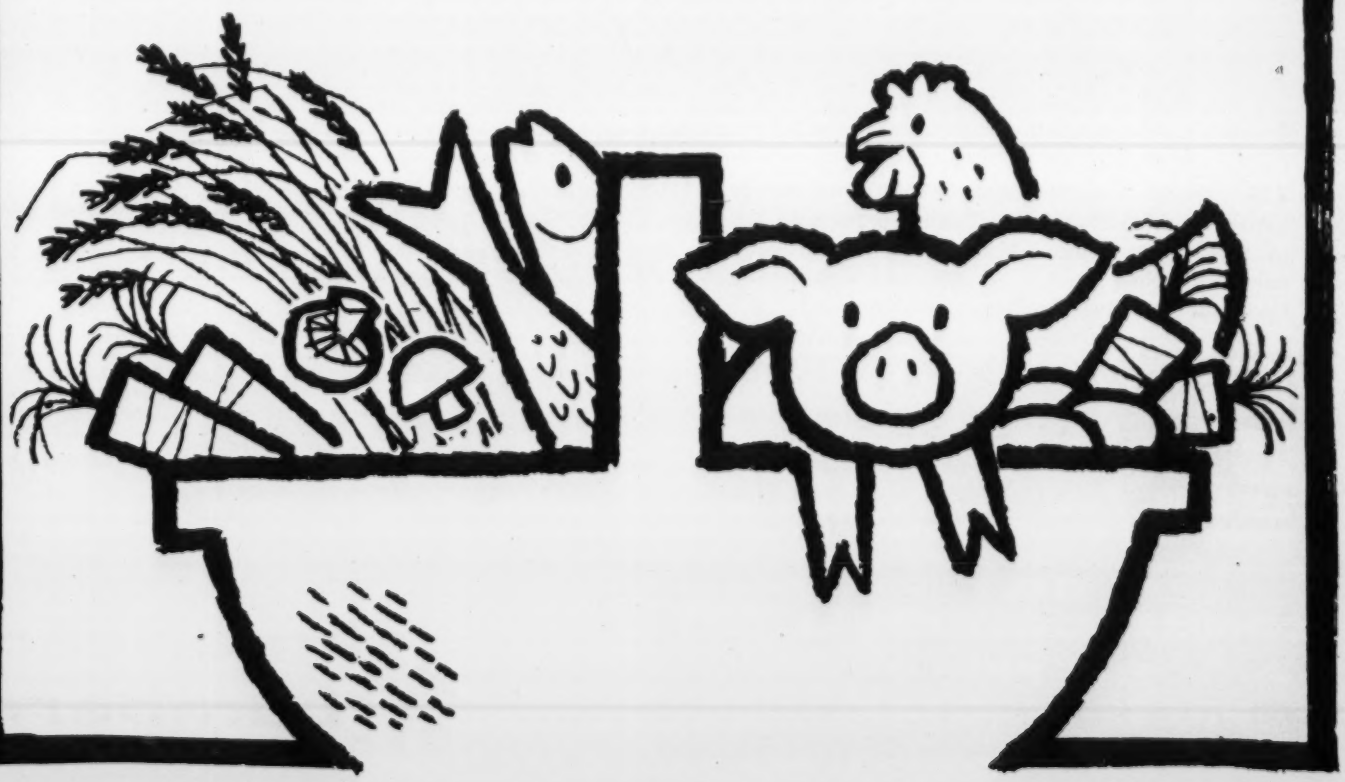
That's the sort of reason why some of the largest American organizations choose a native British advertising agency to work with them in Britain.

As one of the two largest agencies outside the U.S.A. we can quote a number of examples of our ability to integrate the American way of thinking with the British way of life.

How about you? Will you come and talk to us? Shall we come and talk to you? May we start by sending you a booklet about ourselves?

LPE
Advertising & Marketing

The London Press Exchange Limited, 110 St. Martin's Lane, London WC2, England



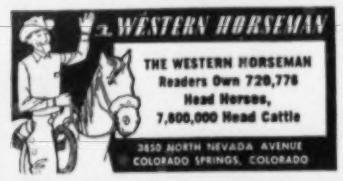
Along the Media Path

Los Angeles Evening Mirror News published a 24-page tabloid boat section in its Jan. 8, issue. Published on the opening day of the Southern California Marine Assn. Boat Show, the section contained 17,402 lines of display advertising and 1,552 lines of classified advertising.

• Construction has been started on a $90,000 expansion program to include a 1,500 sq. ft. studio addition, plus a $50,000 tv tape recorder and a $10,000 film camera for **KOB-TV**, Albuquerque.

• Through Foster Parents' Plan, Bob Tracey and many listeners of his **KDKA**, Pittsburgh, record show, have "adopted" a seven-year-old Italian girl. The youngster is the second to be "adopted" in this manner with contributions sent in by district residents. A nine-year-old Greek boy was adopted last summer and since that time his letters have been read over the air and film shots of the boy have been shown on KDKA-TV.

• Effective with its January issue, **Plant** introduced its new format and name, *Plant Maintenance & Engineering*. The new format features a new cover design as well as redesigned interior typography and feature story treatments. It is now published by Hitchcock Publishing Co., Wheaton, Ill.



Carter Cobb

AWARD WINNERS—*John Carter, editor of American Home, and Hubbard Cobb, building editor, hold one of 17 Best Home for the Money Award plaques presented to merchant builders throughout the country at the magazine's awards dinner in Chicago in connection with the National Assn. of Home Builders convention.*

• On Jan. 31, **Keystone Broadcasting System**, Chicago, celebrated its 20th anniversary. The group, which had a total of 98 affiliated stations on its first anniversary in 1941, has increased its affiliated stations to 1,090.

• **St. Paul Sunday Pioneer Press** published a special 88-page "progress edition" on Jan. 17. The special edition, which covered all phases of the city's economic, civic and cultural growth, contained more than 130,000 lines of advertising in which more than 200 advertisers told their own progress stories.

• Effective with the January issue, **American Milk Review & Milk Plant Monthly** resumed its former name, *American Milk Review*. With the acquisition of *Milk Plant Monthly* in June, 1958, *American Milk Review* broadened the magazine's name to show the merging of the two books.

• **New Mexico Stockman** celebrated the beginning of its 25th year of publication by using full process color on both the front and back covers. Effective with the January issue, the magazine will use full bleed color scenes of livestock in New Mexico on the front cover. The back cover, under contract to Worley Mills, Clovis, N. M., will feature color photos of livestock producers who feed Worley feeds.

• Beginning with its March issue, **American Girl** will offer its advertisers a split run program which will enable them to run different advertisements in any combination of four zones. Breakdown by zone is northeastern states, extending as far west as Wisconsin and Illinois (Zone 1), southern states, (Zone 2), central and western states (Zone 3) and California, Oregon and Washington (Zone 4).

• **U. S. News & World Report**, in a special arrangement with Marshall Field & Co., Chicago, is offering the department store's customers a special election-year subscription which continues until the November elections at the special rate of $3.67. Payment of the subscription can be charged to the customer's account at Field's.

• **Material Handling Engineering** will publish a free daily tabloid newspaper during the Material Handling Institute's New England Exposition in June. Highlighted by a section devoted to new products announced at the exposition, the daily will be written in *Material Handling Engineering's* booth during the show, printed during the night, and distributed free the next morning to exhibitors and show visitors.

• More than 350 art needlework buyers, merchandise managers, yarn shop owners, manufacturers and their agencies attended the fifth annual clinic sponsored by **McCall's Needlework & Crafts** in January.

• The mat services division of **Retail Reporting Bureau**, New York City, is now offering men's wear advertisers utilizing its advertising art services, color separation mats which will enable them to use more color illustrations in advertisements.

• Pepsi-Cola bottling companies of Washington, D. C., and Alexandria, Va., have scheduled 52 page ads in color in the **Washington Post** and **Washington Star** during 1960.

• Manufacturing Chemists' Assn. saluted **Good Housekeeping** on its 75th anniversary with a special citation praising its contribution of guiding its audience through the technological revolution taking place within and without the American home.

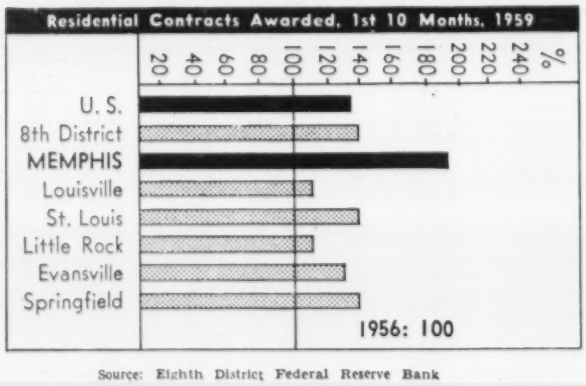
A 60-page booklet giving information on the organization and operation, the curriculum, and the student body of the WFIL-TV, Philadelphia, "University of the Air," has been published by the radio and television division of **Triangle Publications.** Also in-

Lane Fleischmann

WELCOME—*Mills B. Lane, president of Citizens & Southern National Bank, Atlanta, demonstrates southern hospitality as he tips his hat to R. H. Fleischmann, chairman of The New Yorker, at ceremonies marking the opening of the magazine's southern sales office in that city.*

BUILDING BOOM is on in MEMPHIS!

Home Building Goes Up and Up— 44% Ahead of National Average!



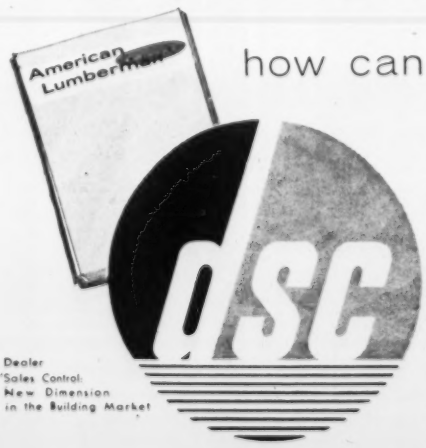
Source: Eighth District Federal Reserve Bank

The rate of home building in Memphis for 1959 nearly doubled that for 1956 and forges well ahead of the nation. This responsive Mid-South Market can be reached most effectively and at lowest cost through this one newspaper combination.

TOTAL Memphis Market over 2,500,000 population

The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



how can a **magazine** change a market?

How can a magazine create a program that changes the building industry? Build 760,000 homes a year? Put custom remodeling on a mass production basis? Create a new retail industry? American Lumberman and Building Products Merchandiser did manage these formidable accomplishments with a program, DSC—Dealers Sales Control. How? 26 issues a year for 14 years by an award-winning editorial staff with a single purpose, dealer workshop clinics to sharpen management skills, store design and layout service to design new retail stores, a consumer magazine for dealers to use in selling new homes, home improvements. Details on DSC and the new market it has created are available.

American Lumberman and Building Products Merchandiser
59 E. MONROE ST., CHICAGO 3, ILL.

cluded in the booklet is a summary of the courses given by the "University of the Air." Additional information is available from Triangle Publications, 400 N. Broad St., Philadelphia 1.

• Effective with its March issue, **Mart,** a Buttenheim publication, will be printed by offset lithography. At the same time, the closing date has been advanced to the 18th of the month preceding publication.

• **Los Angeles Mirror News** carried 29 pages of classified advertising in a special Rose Pictorial classified section on Jan. 4, for a one-day total of 1,745 individual ads and 66,253 lines of advertising. Last year the Rose Pictorial edition contained 1,638 ads and 52,345 lines.

• WUNC, University of North Carolina student-operated station, and WNUR, Northwestern University student-operated station, are now broadcasting the "Radio Moscow" series, compiled by **WBT,** Charlotte, N. C. The program features tape recorded excerpts from "Radio Moscow's" English language broadcasts, plus rebuttal of the Reds' propaganda line by WBT announcer Alan Newcomb and foreign affairs editor Rupert Gillett.

• **Department of New Laurels:**

Display advertising linage increased 7½% in 1959, reaching a total of more than 707,000 lines, **Prairie Farmer** reports.

'Teen reports advertising linage for the first quarter of 1960 totaled 17,584 lines, compared with 5,838 for the first quarter of 1959.

Today's Secretary reports advertising volume increased 38% in 1959 over the previous year, with expenditures in '59 totaling $154,000, compared with $111,564 in '58. #

DMAA Winners Published

Award winning campaigns in the Direct Mail Advertising Assn.'s annual direct mail leaders contest will be described and illustrated in a monthly portfolio, entitled "Adventures in Selling," being published by the *Reporter of Direct Mail Advertising,* Garden City, N. Y., for DMAA members. A pilot program, the service will be expanded to include more than 12 winners annually if it is well received, the DMAA publication said.

Kohler Adds Account and A.E.

Albert A. Kohler Co., Old Greenwich, Conn., has been appointed agency for Manson Laboratories Inc., Stamford, Conn., manufacturer of communications equipment. In addition, John T. Wagnon Jr., formerly with the Guild of Prescription Opticians of America, and Grey Advertising Agency, has joined the Kohler staff as an assistant account executive.

Pacific Outdoor Boosts Two

Rocky Jordan, formerly an account executive, has been appointed sales manager of the San Diego division of Pacific Outdoor Advertising, Los Angeles. Hal W. Brown Jr., formerly a sales representative, has been named plant manager of the San Diego division.

Speed, Emery Merge

Emery Advertising Corp. has announced the merger of its operations, accounts and key personnel with Speed & Co., both of Baltimore, effective Feb. 1.

Josephson, Cuffari Named

Architectural Tiling, Montclair, N. J., manufacturer of Atco ceramic wall and floor tiles, has appointed Josephson, Cuffari, of Montclair, as its first agency.

Robinson, Pauker to Mogul

Florine Robinson and Carol Pauker have joined the copy staff of Mogul Williams & Saylor, New York. Mrs. Robinson, formerly with Reach, McClinton & Pershall, has been named copy group head. Miss Pauker was formerly with Fletcher Richards, Calkins & Holden.

Plowe Joins Grant Advertising

Elliott Plowe, who resigned recently as a vp of Batten, Barton, Durstine & Osborn, has joined Grant Advertising, New York, as a senior vp, effective Feb. 1. Formerly with H. J. Heinz Co. and Peter Paul Inc., Mr. Plowe joined BBDO in 1954.

Rogers Joins Art Staff

Jack C. Rogers has joined the staff of Showacre, Coons, Shotwell, Adams Advertising Agency, Spokane. Mr. Rogers has operated the Rogers Advertising Art studio during the past year.

Lynch & Hart Appointed

Phelan-Faust Paint Mfg. Co., St. Louis, has named Lynch & Hart Advertising to handle its advertising program.

Roberts Names Geissinger

Roberts Products Co., Los Angeles, has named W. B. Geissinger & Co. to handle its advertising.

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

"Darn fool thinks he can sell more in Peoria!" The general store boys might still think of Peoria as it used to be — but there's no excuse for today's marketing man making the same mistake. Especially since his S.R.D.S. tells him that Metropolitan Peoria now has over 300,000 people . . . spending so much that while the area ranks 80th in population it ranks 43rd in retail sales per household.

PEORIA JOURNAL STAR
O'MARA & ORMSBEE, INC. national representatives
New York • Detroit • Chicago • San Francisco • Los Angeles

Mars Names Coady S.M.

Mars Inc., Chicago candy manufacturer, has appointed John Coady general sales manager. Mr. Coady, central division sales manager for the past two years, joined Mars in 1948. It is Mars' second marketing shift in two weeks, following the promotion of Richard W. Solon as ad manager (AA, Jan. 25).

Tucker Joins Food Mag

Harold Tucker, formerly with *Institutions Magazine*, has joined the New York advertising sales staff of *Inplant Food Management*. He has been assigned to cover New York, New Jersey and the New England states.

National Export Expands

National Export Advertising Service, New York, has announced the recent opening of a new office in the Borg Warner Bldg., 200 S. Michigan Ave., Chicago.

C&W Elects Steve Baker VP

Stephen Baker, a senior art director and member of the creative planning board of Cunningham & Walsh, New York, has been elected a vp.

Portland Maine

the launching pad of *product testing*

Portland Maine Newspapers
PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM
94% coverage of ABC retail zone
100% coverage of city zone
represented by Julius Mathews Special Agency

I 6 2

FIRST in the United States among cities under 150,000 population.

SIXTH in the United States among ideal testing cities regardless of population.

SECOND of all testing cities in New England regardless of size.

source: Sales Management

HEAP BIG CHIEF IN

AUTOMOTIVE, AUTOMOTIVE ACCESSORIES AND EQUIPMENT

HOW ADVERTISERS OF AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT RANK NATIONAL MAGAZINES

RANK	MAGAZINE	ADV. REVENUE
1	LIFE	$21,778,330
2	Saturday Evening Post	18,707,990
3	Look	7,306,987
4	TIME	6,670,066
5	Reader's Digest	5,014,425

Source: P.I.B. (Jan.-Dec., 1959)

Lemcoe Scott Barfield

NEW OFFICERS—*Eugene J. Lemcoe, director of advertising, Houston Post, was elected president of the Texas Newspaper Advertising Managers Assn. Jack Scott, advertising director, Port Arthur News, was named vp, and Kenneth Barfield, advertising director, Lufkin News, sergeant at arms. Not shown here is Jack Campbell, advertising manager, Fort Worth Star-Telegram, elected secretary-treasurer.*

Magnavox Stresses Print in Drive for Stereo Theatre Line

FORT WAYNE, IND., Feb. 2—Magnavox Co. has begun an intensive magazine advertising campaign for its Stereo Theatre line of tv-phonograph-radio combinations.

The campaign, which got under way in late January, will run through June. Some ads will show the Stereo Theatre line alone; in other ads the line will be the dominant feature.

Junior spreads are scheduled three times in *Life*, *Look* and *The Saturday Evening Post*. Three b&w pages will run in *The New Yorker*, and two each in *House Beautiful*, *House & Garden*, *Sunset Magazine* and *Town & Country*. *Newsweek* and *Time* will each carry one b&w page.

In addition, small space ads are scheduled several times in *The New Yorker*, *Newsweek* and *Time*.

Although the Stereo Theatre models are at the high end of the line (with prices ranging from $390 to $650), they account for one out of every four Magnavox tv sales, according to Karl Carstens, ad manager.

▪ Magnavox expects to spend about $1,250,000 for all consumer advertising in 1960. McCann-Marschalk, New York, is the agency. #

WBBM Promotes Mitchell

WBBM-TV, Chicago, has appointed Virgil Mitchell as director of sales promotion as well as director of information services for the station. In the former capacity he succeeds William Hohmann, recently named director of sales promotion and research, CBS-TV spot sales in New York.

White Frost to Doremus

Doremus & Co., New York. has been appointed by White Frost Chemicals, Greenwich, Conn., to handle the advertising and marketing of its consumer products, Spot Chief pocket-size dry cleaner, Spot Chief aerosol spot cleaner, Rug Frost aerosol spot cleaner and Fur Frost aerosol spot remover.

Taylor Appoints Zubrow

Taylor Provision Co., Trenton, N. J., manufacturer of meat specialty items, has appointed S. E. Zubrow Co., Philadelphia, as advertising and marketing agency. Spot radio and tv campaigns are planned for leading eastern markets.

CREI Promotes Packenham

V. T. Packenham, assistant advertising manager of Capitol Radio Engineering Institute, Washington, D.C., has been promoted to advertising manager. He succeeds Edward H. Guilford, who has joined Holmes Institute, a subsidiary of the institute, as advertising manager.

Ogilvy Names Crane, Calapai

David P. Crane, vp and account supervisor of Ogilvy, Benson & Mather, New York, has been named senior vp. Santo Calapai, formerly an art director with J. Walter Thompson Co., has joined Ogilvy, Benson as an art director.

Corbin Names Ritter, Sanford

Corbin Ltd., New York, manufacturer of trousers, has appointed Ritter, Sanford, Price & Chalek, New York, to handle its advertising.

Davis Joins Library Week

Ruth Davis, formerly assistant promotion director of the *Reporter* magazine, has joined the staff of National Library Week to handle radio and tv promotion.

A BIRD'S-EYE VIEW OF ONE OF THE LARGEST SELECTIONS OF TYPE FACES AVAILABLE ANYWHERE

Mono, Photo, Lino, Ludlow . . . *set around the clock* . . . furnished as repros, negatives, positives, acetates, photostats, Typehesives, Color-aids and all kinds of letterpress printing plates, including "Dycril"* Plates. *Overnight service to most of the U. S.* One-line specimen book FREE upon request. Write.

*Du Pont's trademark for its Photopolymer Printing Plates

PROGRESSIVE **Composition Company**
9th & Sansom Sts., Phila. 7 WAlnut 2-2711

The **PROGRESS • HANSON • PROGRESSIVE** *Group*
One of America's Most Complete Graphic Arts Organizations
Philadelphia • New York • Newark • Lancaster Wilmington • Baltimore • Washington • Richmond

London Newspaper for Americans to Make Debut Feb. 25

LONDON, Feb. 2—A new company has been formed to publish a weekly newspaper for Americans in Britain. The paper, *London American*, will make its debut on newsstands Feb. 25.

It will be published by London American Publishing Co., formed with a capital of $14,000. The chairman is R. S. M. Boult, head of a firm of clothing manufacturers, Boult Bros., who is also a financier. Most of the capital is coming from British sources.

Managing director of the new company is William J. Caldwell, an American who came to Britain 18 months ago. Until last July he was a director of the public relations agency of Patrick Dolan & Associates Ltd.

Mr. Caldwell, who will control editorial, advertising and circulation activities for the new paper, was formerly director of information for the U.S. foreign aid program.

The paper will be aimed at Britain's 30,000 resident American civilians and the 400,000 American visitors expected in Britain this year.

■ Among early appointments to the paper's editorial staff are three Americans and one Briton who have been named associate editors.

The Americans are Maggi Nolan, former society editor of the Paris edition of the *New York Herald Tribune;* Lawrence Thaw, former North American desk editor at Reuters news agency in London, and Gerd Holborn, who has worked with Reuters and *Reader's Digest* in London.

Address of the new firm is Pinces House, 190 Piccadilly, London, W.1. #

Raymond Gomber Joins Klau-Van Pietersom-Dunlap

Raymond F. Gomber has joined Klau-Van Pietersom-Dunlap, Milwaukee, as a vp and account supervisor.

Mr. Gomber was formerly vp and manager of the business and industrial division of the Chicago office of Compton Advertising. Prior to that he headed Compton's Milwaukee office until it closed last June. Before joining Compton, Mr. Gomber was with Westinghouse Electric Corp. and G. M. Basford Co.

Raymond F. Gomber

Jones Named President of TV Program Export Assn.

The newly formed Television Program Export Assn. held its first board of directors meeting Jan. 20 and elected Merle S. Jones, president of CBS Films, its president. Other officers are: Martin N. Leeds (Desilu), Sidney Kramer (NTA) and Tom J. McDermott (Four Star Television), vps; Herbert L. Golden (United Artists), secretary-treasurer.

William H. Fineshriber Jr. is continuing as consultant to the association, working out of 41 E. 42nd St., New York.

Enloe Advances Bell, Cumming

Stanley P. Bell, formerly media director, has been appointed vp and senior account executive on Squibb and Ayerst Laboratories at Cortez F. Enloe Inc., New York Edward G. Cumming, formerly assistant media director, succeeds him.

Burdick Adds Coty Portion

Coty Inc. has appointed Burdick & Becker, New York, to handle advertising for new treatment products. In making the announcement, Wallace T. Drew, vp and marketing director, said, "The appointment of Burdick & Becker will in no way affect the status of BBDO, which will continue to handle the advertising for all other Coty products." Coty had recently been rumored considering an agency shift; these reports have been emphatically denied.

Sheep Group Names Harvey

The American Sheep Producers' Council, Denver, has announced the appointment of Margaret Harvey as assistant director of advertising. She will work primarily with the new wool advertising program being developed by the council. She was director of advertising and promotion for Daniels & Fisher, Denver department store, serving with the store for 25 years.

PROGRESS IN CHARLESTON

1959 Building Permits Break Record In City

Charleston had its greatest construction year in history during 1959.

W. E. Kirk, city building inspector, said permits granted by his office totaled $12,762,427 during the year.

Top permit of 1959 went recently to an Alabama construction firm which is building the $2,555,000 federal building on Quarrier Street.

Last year the city issued $11,345,112 in building permits. Then it had the $4,000,000 construction of the new C&P Telephone Co. building in its total.

"A large number of homes constructed this year swelled the local construction figure," Kirk said.

Reprinted from The Charleston Daily Mail, Dec. 31, 1959

Sunday GAZETTE-MAIL
CHARLESTON IS WEST VIRGINIA'S NO. 1 MARKET
Charleston Daily Mail
CHARLESTON IS A WORLD CHEMICAL CENTER
The Charleston Gazette
CHARLESTON IS WEST VIRGINIA'S STATE AND INDUSTRIAL CAPITAL
Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS

Publishers Newspaper Agency Corp. CHARLESTON 30, W. VA. Reps. Johnson, Kent Green & Sinding Inc.

America's modern way of doing business

1000 records a day—no longer a shipping problem for one of the world's largest transcription companies.

Look what Raleigh ships by Air Express in one day!

Raleigh makes transcriptions—recordings of advertising commercials and pre-recorded programs to be broadcast from many radio stations. There's no margin for error—one slip-up and the sponsor doesn't get what he paid for. Only AIR EXPRESS gives Raleigh Records receipted, on-time delivery—overnight . . . coast-to-coast. The big difference is AIR EXPRESS dependability. It's the nation's most complete air-ground shipping service. One phone call arranges everything—and AIR EXPRESS rates are low. Use AIR EXPRESS—jet-age wings of modern marketing—and you're FIRST TO MARKET . . . FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

The battle of the brands is about to begin *Will you win?*

In advertising, it's not only how many people you reach—but how quickly you reach them that governs the movement of your goods.

- Parade gives advertisers 10 million homes every Sunday and gives their retailers an army of customers all week long.
- In 3000 thriving markets, no other magazine can stimulate next week's sales like Sunday's Parade.

The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Parade

Feature Section

Advertising Age

Joint Merchandising Rears Its Head

Deodorant Ad Tires Creative Man

Real Estate Ad Is Busy, Exciting

TV Trends for 1960

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for January . . .

Good Taste Unexciting Doctrine? Better'n Being Legislated Out of Business

By William D. Tyler

Now that advertising has attained a national ranking somewhere between swastika-painting and white slavery, there is no longer any room for debate as to our future course. We have to improve our image through our deeds. And, do so as fast as our agile little minds will carry us. For it can no longer be argued that the means justify the end. In fact, in this climate, the effectiveness of advertising can do nothing but decrease, unless we rid ourselves of slick, tricky, weaselly practices.

William D. Tyler

So, our future course is clear. But we still can profitably ponder our past, to see what got us into this mess, if only to make sure we never get there again. What happened was this: we listened to false prophets.

There was the false prophet who maintained that advertising should irritate. He had quite a following. We irritated, all right. Look at us now.

■ Then there was the one who excused advertising that belittled competition by calling it "hard sell." Hard, all right. Hard enough to get an entire populace all but up in arms.

And there was the one who believed advertising should be like a sharp lawyer. It should stay within the law, but just barely. That way you could make some pretty amazing claims and never get caught. Well, hardly ever. Look where he got us. All of us.

Maybe in the years to come we will listen a little more carefully to those who preach the unexciting doctrine of honesty, humanness and good taste in advertising. It may sound a bit like your old Aunt Emma, but then it just may be preferable to being legislated out of business.

Kressline Grab Bags

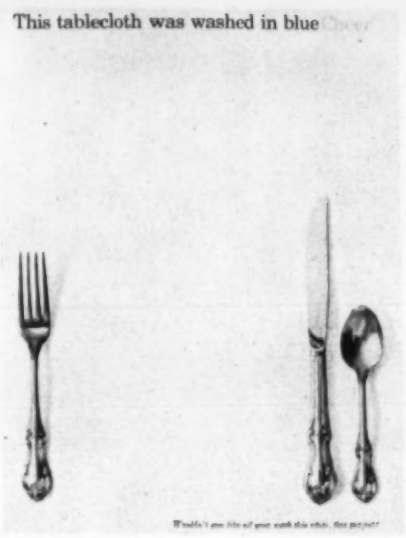
This was a color spread for clutch bags. Showed 14 styles, and let the reader window-shop her way through the entire line. But it added to this conventional idea a stopper headline and layout plot that made the ad fun to look at and read, the bags themselves seem smart and youthful. The agency is Hockaday Associates, which requests that no individual get credit for either copy or idea. Too bad. Art Director was Mario Cardillo.

CandyGram

A CandyGram, as you may or may not know, is candy you send by Western Union, the brainchild of William Rentschler. A half-page in leading newspapers on Dec. 22 constituted the best gift ad of the season, in my opinion. It had the perfect headline for last-minute shoppers: "This is the only gift you can send *today* across the country in time for Christmas!" It was Royce Wright's of Young & Rubicam, Chicago, and the layout was Roger Wilder's.

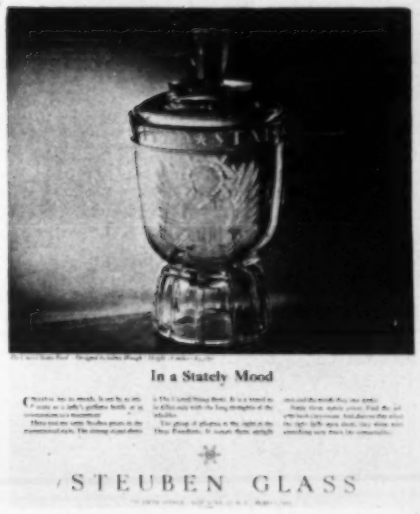
Great Western Savings

A West Coast savings association has been advertising its higher interest rates in New York papers with considerable ingenuity. The ad shown here demonstrates this pretty well. Another in the same series shows *two* nested Stetsons under the headline: "We've topped ourselves," to announce the new higher rate. Cute, but not as good as the ad illustrated. Ken Sullet of Doyle Dane Bernbach in Los Angeles is the writer; Duane Toutjian, the art director.



Cheer Detergent

Not a great ad, maybe, but an enormously clever one for Cheer, puts the white space to work. It was the idea of Young & Rubicam's art directors, Frazier Purdy and Art Seller, to turn a magazine page into a Cheer-washed tablecloth by simply placing a knife, fork, and spoon in the usual places. This was done to illustrate Florence Stoneman's headline: "This tablecloth was washed in blue Cheer. Wouldn't you like all your wash this white, this perfect?"



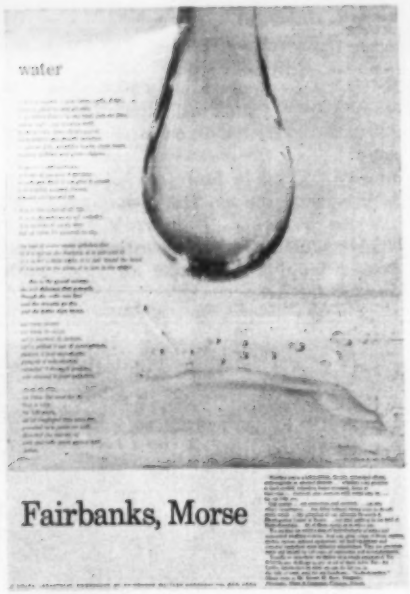
Steuben Glass

This prestige-building campaign for the famous glassmaker is in the classic mold—illustration of an outlandishly expensive *objet d'art* ($3,250), plus copy of great dignity. It's Lou Redmond's, and it goes like this: "Crystal has its moods. It can be as intimate as a lady's perfume bottle or as ceremonious as a monument. The shining object above is The United States Bowl. It is a vessel to be filled only with the long thoughts of the beholder . . . Study these stately pieces. Feel the solemn hush they create. And, observe that when the light falls upon them, they shine with something very much like immortality." Great stuff. Gus Wavpotich of Ogilvy, Benson & Mather did the layout.

Bell Telephone System

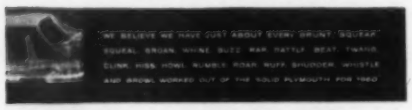
The telephone ad shown here brings news of greater interest to the average

citizen than he can find in a typical newspaper. This is news of change and improvement in one of his most familiar and useful possessions. It is something that will affect each one of us thousands of times in our life, and the ad lets us in on it before it happens. What better backdrop for a message intended to demonstrate the Bell System's interest in its subscriber's preferences? Copy by Ayer's Howard Simpson, and Walt Reinsel made the layout.



Fairbanks, Morse

This full-page newspaper ad headed, "Water," is built around a splendid prose poem by Herman Raucher of Reach, McClinton, designed to point out the danger of our lessening water supply and to establish Fairbanks, Morse as a sort of national guardian of this natural resource. The copy block below gives the facts of the company's products and research that bears on this subject. The ad gives stature and renewed visibility to a company whose great name has been allowed to all but drop out of public sight. The layout was Marce Mayhew's.



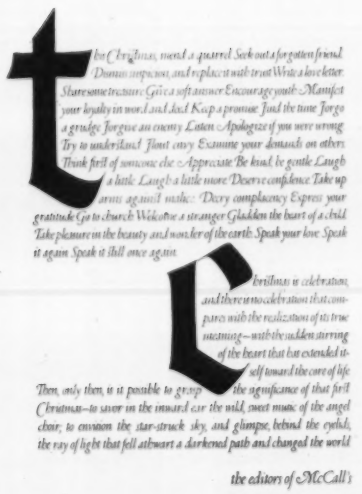
SOLID PLYMOUTH 1960

The 1960 Plymouth

The print introduction of the "Solid Plymouth" has not been splashy or visually arresting, but it has contained a lot of meat. The campaign is built around the advantages of "Unibody" construction, and each ad seems to deal with a different aspect. The one illustrated here addresses itself to the quietness of the body. Pat Gallagher's headline reads, "We believe we have just about every grunt, squeak, squeal, groan (followed by 15 other synonyms for body noise) worked out of the solid Plymouth for 1960." Another ad makes the point that there are far fewer parts to work loose or require attention and illustrates this with a close-up picture of nothing but nuts, bolts, washers and screws as examples of what are *not* in the new Plymouth. Still another is provocatively headed, "Let's consider the 165,000 miles you probably won't drive this car," a neat way of drawing attention to a 200,000-mile expectancy. Ayer's Charlie Fisher and Chuck Mackey are responsible for the campaign. Bob Dunning for the art direction.

New York Herald Tribune

Although I think this ad that shows the lady in the classroom seat is a fine one, I still don't quite know how it got there. A letter from Walter Weir of Donahue & Coe started the whole thing: "Think the attached campaign worth mentioning? Jim Ryan and Bob Nutt are responsible for the copy, Frank Scoppa and Bob Seath for the layouts. If you don't want to use any, I will happily pay return postage. P. S.: Understand you've been seen running around with my wife in Jensen's. Sincerely . . ." I answered rather well, I thought. "I am hoping to work in some mention, but the campaign is better as a series than for its component parts . . ." He answered: "I think you are right. Maybe this is the comment you could make on whatever ad you single out. I rely entirely on your judgment in the matter . . ." So here it is. Nice, isn't it?



This Christmas, mend a quarrel. Seek out a forgotten friend. Dismiss suspicion, and replace with trust. Write a love letter. Share some treasure. Give a soft answer. Encourage youth. Manifest your loyalty in word and deed. Keep a promise. Find the time. Forgo a grudge. Forgive an enemy. Listen. Apologize if you were wrong. Try to understand. Flout envy. Examine your demands on others. Think well of someone else. Appreciate. Be kind. Be gentle. Laugh a little. Laugh a little more. Deserve confidence. Take up arms against malice. Decry complacency. Express your gratitude. Go to church. Welcome a stranger. Gladden the heart of a child. Take pleasure in the beauty and wonder of the earth. Speak your love. Speak it again. Speak it still once again.

Christmas is celebration, and there is no celebration that compares with the realization of its true meaning—with the sudden turning of the heart that has extended itself toward the core of life. Then, only then, is it possible to grasp the significance of that first Christmas—to savor in the inward ear the wild, sweet music of the angel choir, to envision the star-struck sky, and glimpse, behind the eyelids, the ray of light that fell athwart a darkened path and changed the world.

the editors of McCall's

McCall's Magazine

Just to end this column on the same uplifting note with which it began, I have chosen the Christmas message *McCall's* ran in leading newspapers. Written by Maggie Cousins of *McCall's*, I think it has some of the quality of great evangelical writing. Congratulations to her and to Otto Storch, who is responsible for the sensitive art direction. And, not to be too altruistic about it, advertising like this not only benefits the advertiser in increased good will and stature, it helps win friends for, and confidence in, the business you and I love best. #

The Creative Man's Corner . . .

Tired Blood

Amazing new formula Mum
LETS YOUR SKIN "BREATHE"
It's the only leading deodorant that stops odor without "stopping up" pores
MUM

This ad for Mum is a prime example of the use in advertising of words long worn to a frazzle and no longer fresh or communicative or memorable.

"Amazing new formula," for example. Where have we heard *that* before—and how many times? Or "leading medical authorities." Or "works in a different way."

Care to savor a few more? "All other leading deodorants." Ever come across that one? How about this: "doesn't let you down." Or "more natural protection." Or "works gently . . . much more effectively." Or "safe for normal skin."

So tired, this language. So soporific in use. Is there no sharper way to talk about an improved product? The language seems to affect the thinking, too. We are never told who the leading medical authorities are—or why the new formula is so amazing. Nor are we informed how "all other leading deodorants interfere with the natural 'breathing out' process" nor if this is bad and, if so, what it might do to us and why we should avoid it.

It is quite possible that, if the writer or writers sought to use fresher, apter words they might have been led to develop a much more informative and compelling story than they have. This is advertising at its advertisingest.

On the Merchandising Front . . .

Joint Merchandising—the Next Wave of the Future

By E. B. Weiss

In order more nearly to match size with size—it is entirely probable that we will be seeing more and more examples, in the near-term future, of joint merchandising by non-competitive and competitive manufacturers.

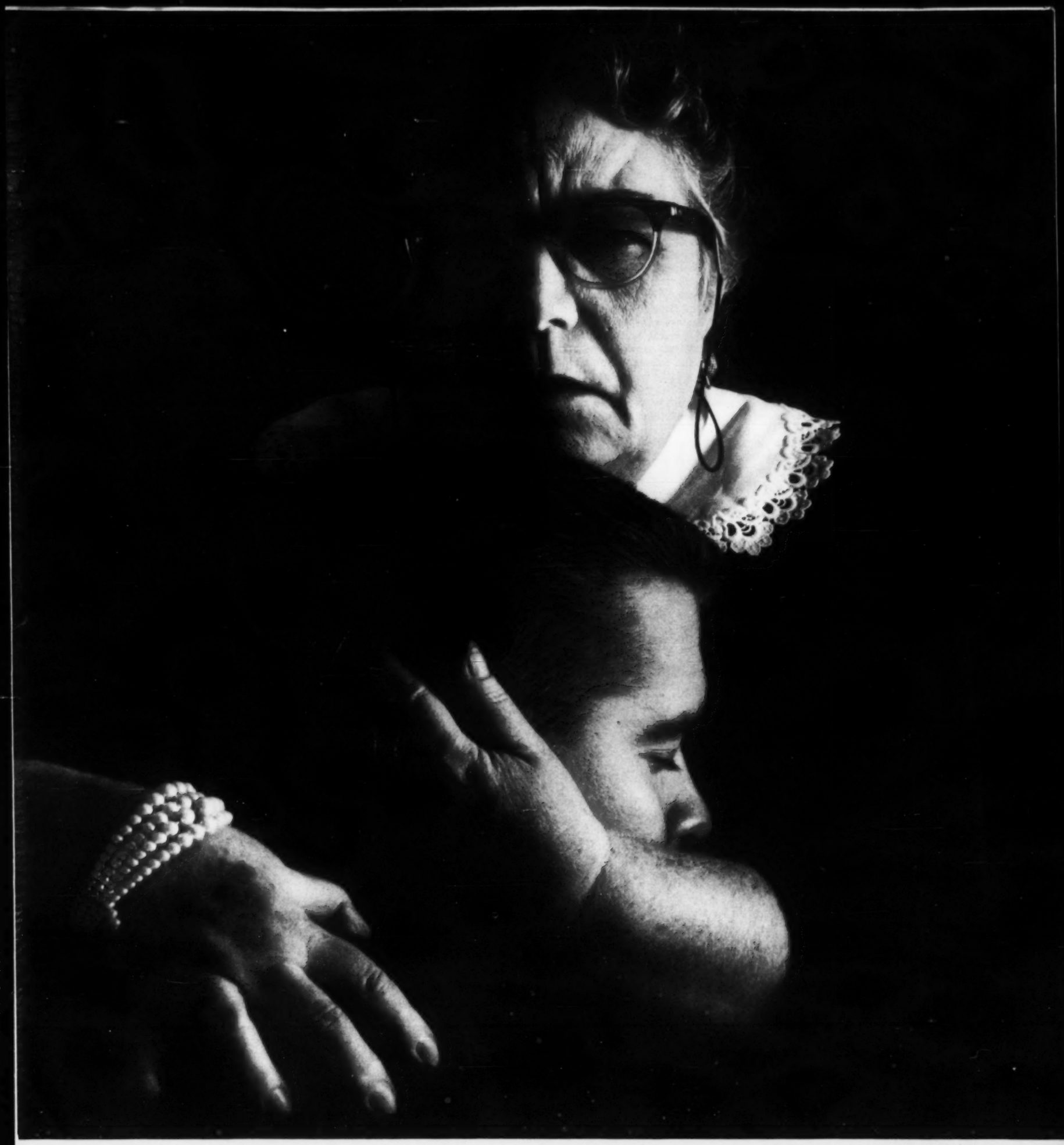
E. B. Weiss

Currently, I note that Gulistan carpets and Ethan Allen furniture are running joint ads in the shelter magazines, and cooperating promotionally. I see that three furniture manufacturers, down South, are pooling their output into a combined sales and merchandising organization (the result will be 25 sales representatives with a more diversified grouping of furniture to show and sell; total output of the three plants is estimated in excess of $6 million annually).

I see that Wagner Mfg. Co. and Glamur Products joined forces to introduce a wall-cleaning applicator. Glamur furnishes the cleanser—Wagner the device. And out on the West Coast, Crown Zellerbach and Wilco Co. joined forces in the merchandising, promotion and advertising of Zee towels and Wilco window spray.

■ Bond bread and Gerber baby products have joined in bringing out a bread for youngsters (these two are, of course, not exactly small companies). And Vick's and DeVilbiss have cooperated on a sprayed medicant for colds.

Even wholesalers are joining forces. An interesting example is furnished by four- Philadelphia wholesalers who are cooperating in an annual Christmas merchandise show. They set up a separate organization to operate the joint show, at



WHAT CAN A WIFE DO WHEN HER MOTHER-IN-LAW WON'T LET GO?

Should she share her husband? Leave him? Go back to *her* mother? In the February issue of the Ladies' Home Journal, *Can This Marriage Be Saved* presents a true situation that may make some parents temporarily indignant...and some grown-up children better able to cope with married life. Features like this in the Journal help break down the fences between generations. A young woman in her teens or twenties will have one point of view, the mature woman another; but their absorption and feeling of personal stake in the matter will be equal. Because the Journal gets to the core of things that women care about, it enjoys a privileged place in their affections. It's not a publication that's just looked at. The Journal is read, clipped, quoted, mulled over. Its editors are written to. Its advertising pages are studied. The fact is, the private, personal act of reading the Journal is rewarding both to its readers and to its advertisers as in no other medium. Which is why, year after year, the Journal is the magazine most deeply enjoyed by women and most consistently a factor in their lives. (Why, year after year, the Ladies' Home Journal is the *No. 1* magazine for women—first in circulation, first in newsstand sales, first in advertising.)

A CURTIS PUBLICATION

LADIES' HOME JOURNAL

which the druggist is free to choose any of the wholesalers for such orders as he may want to place.

Actually, joint merchandising goes back many years—in the food field it has of course been quite common in the form of related-product promotions. But for the near-term future I believe it is destined for considerable expansion because it may offer a technique that will enable medium-size manufacturers to obtain some of the benefits of large size and thus be better able to compete with giant manufacturers. It will also permit smaller manufacturers to achieve longer and more diversified lines, which is what is happening with the three furniture manufacturers mentioned earlier in this column.

■ There is reason to believe that the day of the independent in this nation is waning—not disappearing, be it noted—but waning. I think more and more independents will have to give up slices of their independence, which obviously is what happens to the independent merchant when he joins a voluntary chain or a cooperative. Similarly, "independent" manufacturers may have to give up *some* of their independence by merging forces with competitors or non-competitors in what are really "no merger mergers."

The grave problem of the medium-size and smaller manufacturer—as was true of the same size bracket of retailers—is to develop a technique that will enable him to achieve the benefits of large size and still hang on to the basics of his independence (when a manufacturer is absorbed by a giant corporation his independence exists only in theory, not in fact). I have a notion that manufacturers may develop what will really be their own form of "voluntary chain" and even their own form of cooperative, adapting these retail procedures to the requirements of manufacturers.

Incidentally, as the independent retailer accumulates strength through voluntary chains and similar procedures, and as giant wholesalers emerge, and as our giant retailers become super-colossal—and as giant manufacturing corporations sprawl all over the merchandise front—it becomes really vitally necessary for the independent manufacturers, if I may use the term, to team up with one another in various forms of joint merchandising.

■ So watch the news reports—and note the increasing frequency with which these joint merchandising procedures by manufacturers will crop up. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Agency Head

The sharkskin-bound deluxe edition
Of an adman's ultimate ambition,
He is the final word, the head,
The man who says the last word said.
Monarch of all, and self-reliant,
None say him "Nay," save every client.

From one week's advertising in the area newspapers I can pick up enough poor ads (worth only a fraction of what they could be worth to the advertisers) to illustrate an entire text on real estate advertising, titled "How Not to Advertise Homes."

While many advertisers try to get business with corner cutting methods, gimmicks, and silly ideas not related to their businesses—sound and well proved methods of straightforward selling, proved by vast amounts of research, go untried.

■ One Christmas morning many years ago my Christmas gift puppy wandered into the street and was killed. I was sorely grieved, but there was no chain reaction.

Near Los Angeles recently a dog wandered onto the Santa Ana Freeway. He was killed, 40 cars piled up along three miles of highway, 11 people were injured and $11,000 of damage was done.

Using ad dollars poorly many years ago was not so bad. The pace was slow. Advertising was indeed local. No chain reaction was likely.

Today, using weak advertising is as complicated in its chain of regrettable losses as an accident on the Freeway.

■ The economic pace today is terrific. Advertising, even if it's called "local" (all advertising is local) still covers great circulations, reaches enormous pools of buying power and sets off chain reactions among suburbs, real estate offices, the readers and numerous correlated businesses.

The truly effective ad cashes in on the modernity and the miracle of circulation. It latches onto numerous mental reactions that set off chains of activity.

But too few advertisers ever find this out.

If the man who did this Melbourne ad lived in northern California, the union of "easy advertising creators" would picket him with "unfair to featherbedding" signs.

I have never ever, in a great many years of advertising creation, research, and instruction, found any reason to modify my definition for advertising—"professional selling multiplied by circulation." I am sure most people who create advertising today haven't the slightest idea that creating ads has anything whatever to do with selling. #

Learning from the Retail Ads . . .

The Hard-Working Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This ad is from Melbourne, Australia. It is busy, but it is also exciting. It is crowded, but it is also interesting. It carries a lot of copy, but there is a lot of story that needs to be told to anyone who is half a prospect.

I live some 40 miles south of San Francisco. Not far from us, southeast, is San Jose. There is no place on earth where a more feverish and dynamic market for homes prevails.

Hence there is an enormous (relatively) lot of home and subdivision and tract advertising in the San Jose area. North toward San Francisco, the Peninsula communities are expanding, but not so rapidly. Real estate advertising is prominent in papers to the north too.

■ But I rarely, if ever, see home advertising in Northern California, with merit that could compare with this.

Newspapers soak up ad appropriations like great sponges, and the builders get little for their money, compared with what they might. The market burgeons and blooms and the sellers of homes make some money, not because their advertising is carrying its logical weight, but because the incoming thousands of people must have homes and are on an insistent, determined search.

Looking at Radio and Television . . .

TV Trends for 1960

By the Eye and Ear Man

The television industry continues to go through an evolutionary period in which the new is gradually taking over from the old.

The following items are emerging as facts for the fall of 1960.

(1) *The magazine concept.* Despite newspaper publicity to the contrary, in general, the tendency among advertisers and their agencies this fall will be to buy tonnage in television advertising and not shows. The spread-out of messages in new network packages will enable an advertiser to get nighttime exposure, daytime exposure, and frequency without having to bear the responsibility for programming taste.

So far, the advertisers who talk of buying a new series or backing a pilot or controlling a time period are rare. There will, of course, be advertisers who continue with corporate image-type buys or with the shows that were successful this year, but these will be in the minority.

Although networks protest that this is not to their liking, many network executives are magazine plan boosters. They think the system will enable them to program better balanced shows and drop in cultural or educational fare or specials wherever it seems practical.

The ad agencies have lost much of their creative programming talent to independent packagers and the networks. At this time there is no agency produced television program, nor is there likely to be. It costs too much to maintain talent and the risks are too great for an agency to assume program or even pilot costs.

To the program producers this trend means that there are three major customers—the network program chiefs—and beyond them the syndicators in a very competitive field.

(2) *Specials.* There will undoubtedly be an increasing number of specials on every network in the fall. This may lead to new ways of using tv by certain advertisers who prefer a big splash with plenty of collateral promotion to a regular campaign. In this group will fall large advertisers, who do not normally use television, but who will sponsor occasional important shows with educational or cultural overtones designed to reach a selective audience and get good press play.

It is probable that there will be nearly 300 hours of specials in prime time in the 1961 television year. Newcomers to television will use these programs to fan up interest in their companies—much as they use special Sunday magazine sections in newspapers for the express purpose of raising the public value of their stock. Television may be used for selling Florida real estate, special mail order items, etc., and many other uses that have not yet been tried.

(3) *Prices.* Prices will level off in the coming year. Not because they are pegged; on the contrary, labor costs are up all the way around.

The networks will buy programs at increased prices of from 5-10% and will charge increased time cost of about 5%, but they will in turn devise ways in the magazine concept of selling the time and talent package at current or lower prices. The exception will be ABC, which is gradually bringing its prices up to the level of the other networks.

(4) *Commercials.* Commercials will be bigger and better and more honest. There is no doubt that some short cuts were

REPRODUCED IN 6 COLORS FROM SOLID LINE ART BY LETTERPRESS ON SPRINGHILL VELLUM-BRISTOL. 22 1/2 X 28 1/2 BASIS 67 LB. PRINTED 6 UP AT 2,100 IPH.

International Paper's Springhill® Vellum-Bristol gives you pinpoint letterpress line reproduction

(and you can get it in white and six attractive colors) TURN PAGE ➡

What you should know about SPRINGHILL® VELLUM-BRISTOL

—a leading member of International Paper's first family of fine papers.

SPRINGHILL VELLUM-BRISTOL now comes in a cleaner, whiter white than ever before. Plus 6 new pastel shades! Ivory, blue, pink, gray, canary and green.

On the other side of this insert, a black and white photograph was rendered into 6 separate pieces of line art. Notice the clean, graphic impressions. The soft suggestion of photographic tone and texture. This sample is dramatic evidence that Springhill Vellum-Bristol gives excellent letterpress line art reproduction.

Springhill Vellum-Bristol is a 100% bleached sulphate sheet. Look at it. Its glare-free qualities are self-evident. Now take it in your hands and feel it. This sheet is *strong*. With a high bulk vs. weight ratio. And the low cost will surprise you!

Springhill Vellum-Bristol is *versatile*. Gives outstanding results when used for offset, letterpress and silk-screen printing. It is made to order for menus, covers, die-cut cards, swatch cards for fabrics, catalog inserts, direct-mail pieces—any quality printing job that must combine low cost with superior performance.

Ask your paper merchant for samples of Springhill Vellum-Bristol and information about the other printing grades in International Paper's *first family of fine papers.*

Fine Paper Division **INTERNATIONAL PAPER** New York 17, N. Y.

taken in the interest of puffery or exaggeration for emphasis during 1959. All this kind of tv salesmanship is rapidly disappearing. Many of the exaggerations are being edited out; if editing isn't sufficient new films will be shot.

While Washington's attack on commercials has been carried to ridiculous lengths in some cases, the new look will be strictly above board in every respect. At first the result may be duller without the dramatic demonstrations. In order to make the commercials better, more money will be spent on better quality products. And perhaps the commercials will start to equal the stature of the programs in which they appear instead of looking like the poor cousins. #

From an Art Director's Viewpoint . . .

Ah, the Odor of Burning Leaves . . .

By Andy Armstrong

People in cigaret advertising used to hold one cigaret each. One model, one cigaret. Two models, two cigarets. Fifteen models, fifteen cigarets.

Andy Armstrong

Lately, this custom has undergone an interesting change. Reverting to a World War II idea of Pall Mall's, models in one recent campaign began to show up with two cigarets each. Now Oasis, in a determined effort to carry this kind of semi-creative thinking one step farther, shows a model holding not one cigaret, not two, but three.

One menthol cigarette has to taste best—
and that's Oasis!
7 out of 10 menthol smokers say
Oasis has just enough menthol . . . just enough!
MONEY-BACK GUARANTEE
OASIS
Change to Oasis—the best-tasting menthol cigarette yet!

Oasis was tested against three other menthol brands, says the text, if you can stand reading down that far. Hence the picture, while silly, is logical. A paradox, of course, but not a new one. Gracie Allen made a fortune with it.

Think of the further possibilities. Go out and test *your* cigaret against nineteen other brands, then give your models fistfulls of cigarets. Or, if you are stingy about model fees, rent a cigar store Indian. (Graphic concept registered.)

Silliness, though, is not Oasis' major felony. The worst indictment of the picture, in these times, is its implausability. It appears when the aroused federals are more than ever on the prowl, thrusting the Torch of Truth and Highmindedness into this and that dark alley off Madison Ave., or wherever they suspect we operate, questioning innocent networks which never even heard of Van Doren before, and subjecting to public embarrassment some of our biggest agency heads who certainly fly around too much to be the least bit conscious of hokey-pokey injected by underlings into any of their clients' campaigns.

These times are bad for hoked-up ads. Today's climate is hardly right for implausible pictures or implausible gimmicks of any kind. The public has learned, or been told, that all does not smell like hyacinths, exactly, in advertising. The public, beginning about six months ago, began to be somewhat alert to the possibility that selling stories can be phony.

The Oasis picture is part of a selling story. As such, it looks phony indeed. Who, even in the outlands, will believe that young ladies testing cigarets are subject to the excruciating ecstasy, the orgiastic delight evinced by the female in the Oasis picture? Oasis is only a menthol cigaret, many readers will say—not a 29th flavor of Howard Johnson's ice cream, nor even Drambuie in the new cylindrical stick form—so why show it as producing the last stages of drooling euphoria?

Because no one will take such emoting very seriously, the feds will not rush to slap injunctions on Oasis or anyone else for unbelievable human action in photos. But the reading public just might—and probably will. #

Salesense in Advertising . . .

How TV Networks Can Win Consumer Confidence

By James D. Woolf
Creative Consultant

Raymond J. Petersen, advertising director, *Good Housekeeping Magazine*, made the following statement in a speech before Philadelphia's Poor Richard Club:

"For the last 57 years *Good Housekeeping* has maintained a policy regarding advertising that differs from that of any other media. It is the only medium, broadcast or print, that guarantees its readers that every statement in every ad on its pages is the TRUTH."

James D. Woolf

This guarantee, he explained, is more than just an ordinary endorsement; it is a MONEY-BACK GUARANTEE, guaranteeing the consumer that if the product she buys is not exactly as advertised in *Good Housekeeping*, her money will be refunded. No other magazine does this.

This is not a risky or costly policy. In spite of the fact that *Good Housekeeping* turns down hundreds of thousands of dollars of advertising every year, the magazine carries more advertising and makes more money than any other book in its field. 1959 was the biggest year in its history.

"This policy," said Mr. Petersen, "is very similar to the one most people now feel should be adopted by our industry at large."

Says Fairfax Cone: "The problem of dishonest and distasteful advertising is not going to be solved either by gentle pressure from the side of the angels, or the slow process of education . . . The various media could clean up advertising by the time of their next deadlines by simply demanding 'proof of claims'."

■ I believe the networks should demand "proof of claims." *I believe further that the networks should guarantee the consumer that if the product she buys is not exactly as advertised on the screen, her money will be refunded.*

Can you think of a more effective way for tv to win consumer confidence?

A difficult procedure? Perhaps so. But don't forget that *Good Housekeeping* has been doing it for 57 years. #

The Peeled Eye Department . . .

Peeled Eye Picks Winner of Ad-ecdote Contest

Arnie Matanky Cops $25 Prize

We hurt way down deep inside—financially—as we reveal the winner of the $25 ad-ecdote contest we announced back in October.

We are awarding the prize to Arnie Matanky of 26 East Huron St., Chicago 11, Ill., for his one and only, but sterling, entry. But we would have loved awarding a $25 prize to Frances Benson, of Holly, Colo., for sheer perseverance. She sent us 108 entries, and some of them are pretty cute.

Dick Neff

Unfortunately, however, her best ones are not, strictly speaking, ad-ecdotes, that is, advertising anecdotes. Therefore, we are painfully awarding a $10 second prize, though we had not offered a second prize, to Miss Benson. The winning ad-ecdote and the runner-up's contribution follow:

The Winner's Entry

A New York society matron paid $200 for an exclusive gown. Later the same day she was passing Ohrbach's and she saw the same dress in the window, priced at $27. The lady bought the dress and rushed back to the exclusive shop. The owner of the exclusive store examined the lower-priced dress and then said haughtily, "Madam, Ohrbach's didn't dare to claim theirs was 100 per cent virgin wool!" The woman shouted back at him, "I want my dress exclusive. I don't care what the sheep do at night."

Some of the Runner-up's 108 Entries:

An advertisement in the *Seattle Post-Intelligencer*: LARGE WICKED DAVENPORT—was $24.50—now $19.50.

* * *

Advertisement in a Los Angeles newspaper: FOR SALE: used TV set, perfect condition. Owner was little old lady who watched only Lawrence Welk.

* * *

In San Diego, a loan firm window sign reads: ASK ABOUT OUR PLANS FOR OWNING YOUR HOME.

* * *

Sign on a brownstone front in Greenwich Village: "One-room apartment. No bath. Suitable for artist."

* * *

Sign on a Russian grocery store: EAT SOVIET BRAND BREAKFAST CEREALS OR ELSE!

* * *

Sign hanging in front of a Pennsylvania roadhouse: "We don't sell beer on Sunday, and very little on any other day."

* * *

A sign in a midwestern restaurant proclaims "T-Bone—25 cents." When you get close enough to read the small print, it says, "With meat—$3.00."

* * *

Sign on the window of a Dublin, Eire, shop: WEDDING GOWNS FOR ALL OCCASIONS.

* * *

Sign in a store window: "Young Miss's Maternity Fashions."

* * *

Sign over a dry cleaning establishment specializing in gloves: LET US CLEAN YOUR DIRTY KIDS

* * *

Soap advertisement in a New York paper: "It makes a bath that refreshes, relaxes, and stimulates. You step out of your tub ready to meet all comers." *Broom Corn News.*

* * *

Sign on a table in the gift shop at Mission San Juan Capistrano: Lovely to look at, Lovely to hold, But if you drop it—It is SOLD.

* * *

Miami's car-rental tycoon, Earl Smalley Jr., reports this sign in a local store window: TRY OUR EASY PAYMENT PLAN—100% DOWN—NOTHING ELSE TO PAY.

* * *

Sign on a movie theater: EXTRA ADDED ATTRACTION. NO POP CORN.

* * *

Notice in Cafe: NO CASHIER—PLEASE PAW THE WAITRESS.

* * *

From a department store advertisement in a New York state newspaper: "Whatever type your father is we can help you choose a gift to make him grim all year."

* * *

Advertisement at the Chinese Theater in Hollywood: THE LIEUTENANT WORE SKIRTS—AND—SELECTED SHORTS

* * *

WANTED: CLERK TO WORK IN GROCERY STORE EIGHT HOURS A DAY TO REPLACE ONE WHO DIDN'T.

* * *

Sign in a French antique shop: "English and French spoken. Cash understood."

* * *

In a midwestern city there is a rather exclusive block with luxurious shops which display such signs as FURS BY ROBERT, and COIFFEURS BY CHARLES. At the end of the block there is a gas station with the sign saying PETROL BY MURPHY.

* * *

Ad in a farmers' magazine: WANTED: a dairy-farm employe. Must have no bad habits—smoke, drink or eat margarine.

* * *

A tailor who had rented a new shop in a fashionable section of Chicago took a friend to see it. As they approached it, they passed a tailor's shop with this sign over the door: HERE IS THE BEST TAILOR IN CHICAGO. Then they came to one with this printed sign in his window: THE BEST TAILOR IN THE WORLD. "What are you going to do about it?" asked the friend. "This," said the tailor, and produced a card reading: THE BEST TAILOR ON THIS STREET.

* * *

In a New York apartment house where many doctors have offices, the plump elevator girl posted this sign at Christmas time: PLEASE DON'T FEED ANY CANDY TO MABLE—Doctor's Orders. #

KTTV Is Now Times-Mirror

The corporate name of KTTV Inc. of Los Angeles has been changed to Times-Mirror Broadcasting Co. in a move to "reflect the fact that the KTTV organization is already engaged in activities which go beyond the operation of a television station."

The new company will include a syndication division which is already distributing "Divorce Court" and "Paul Coates" nationally on tape, and a newly formed commercial tape production division.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

Carpenter-Proctor Adds One

Cramore Products, Point Pleasant Beach, N. J., manufacturer of dri-syrups, instant hot chocolate and fruit crystals for volume feeding establishments, has appointed Carpenter-Proctor Inc., Newark, to handle its advertising and promotion.

Sell the Inner Circle and you've sold the Conservative Protestant Church Market

69,075 Voluntary PAID Readers . . . 96% of whom are pastors and church officers who make buying decisions. "Christian Life" assures high readership because CL goes only to those who WANT IT at $4 a year. Investigate this active and growing market for hundreds of products used for church construction, maintenance and operation. Write for factual brochure.

Over 140,000 Conservative Protestant Churches
A $2 billion Market

Christian Life
The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

Information for Advertisers

The University of Wisconsin is distributing a booklet, "Economics-in-Action in the Oil Industry," printed under the auspices of **Standard Oil Co. (Indiana)**, reporting a presentation of a university short course. The booklet reports on the economics of oil production, manufacturing and research, marketing and product distribution.

• An eight-page brochure, "Sales Producing Exhibits," is being offered by **Gardner, Robinson, Stierheim & Weis,** Pittsburgh builder of exhibits and displays for trade shows and conventions. Copies are available by writing to Gardner, Robinson, 5875 Centre Ave., Pittsburgh 6.

• **Stanley Publishing Co.** has released "SPC Web Offset Specification Sheet," providing mechanical details on letterpress to offset conversion by a business paper publisher. It presents advertising material sent to the publisher under eight different categories and alongside of each category gives the explanatory procedure on converting this material to web offset production. In a third column there is an explanation of the items to be billed and the exact cost reflection of offset economies. Copies of the specification sheet may be obtained from Stanley Publishing Co., 431 S. Dearborn St., Chicago 5.

• An illustrated, 16-page brochure, describing the products, production processes and buying patterns of the ceramic industry, is now available from **Ceramic Industry,** 5 S. Wabash Ave., Chicago 3.

• "Here's What the Experts Say About Television" . . . a new **Television Bureau of Advertising** booklet, presents in capsule form the opinions of leaders of many phases of business and advertising. Copies are available by writing the Television Bureau of Advertising, 444 Madison Ave., New York 22.

• The effectiveness of daytime television on the sale of cosmetics and appliances is evaluated in a 21-page booklet, "Daytime Rendezvous," published by the **National Broadcasting Company,** RCA Bldg., Radio City, New York 20.

• "The Chemical Process Industries—1959 Census of Plants & Employes," a 136-page booklet detailing the distribution of plants and employes in the chemical process industries, has been made available to marketing men by **Chemical Engineering,** McGraw Hill Bldg., New York 36.

• **Parents' Magazine** has released a new 48-page survey on laundry equipment and its uses in families with children, based on a study of representative reader-families. It reveals specific opinions about washers, dryers and ironers and lists features which owners consider most important in washer design. The complete "Laundry Equipment Survey" is available on request from William Meehan, research director, *Parents' Magazine*, 52 Vanderbilt Ave., New York 17.

• "Delaware Valley Shopping Centers," an analysis of retail outlets in the 14-county Philadelphia trading area, is available from the **Philadelphia Inquirer's** research department for $5. The 136-page volume locates and describes some 284 business sections and shopping centers, cataloging them by size and type. It also indicates the source of traffic moving to the major centers from 56 sections.

• A 1959-'60 market and media data supplement to *Canadian Pit & Quarry* is available on request from George Keefe, **Wallace Publishing Co. Ltd.,** 146 Bates Rd., Montreal 26.

• A supplement to the 1960 *Variety Department Store Directory*, listing new items, new sources of supply, changes of address and new brand names appears in the January, 1960 issue of **Variety Store Merchandiser.** A special section in the supplement lists a selected group of products for the vacation-resort market covering such classifications as souvenirs, beach goods and toys.

• "New & Different Ways for Building Supply Dealers to Build More Store Traffic During Week Days" . . . a report of 101 suggestions gathered by **Batten, Barton, Durstine & Osborn** at a merchandising and promotion panel meeting is available through Joseph Mayers, marketing department, BBDO, 383 Madison Ave., New York 17. The panel was composed of representatives of building material manufacturers, wholesalers and retailers in the field and editors of building supply publications.

• "Lingerie & Foundation Garment Survey," a report released by **Seventeen,** indicates the importance of teen girls as a market for lingerie, and reveals buying habits by price and fabric. It is based on the responses of 1,498 subscriber members of the magazine's consumer panel. Copies are available from Aaron Cohen, director of research, *Seventeen*, 488 Madison Ave., New York 22.

• **Rubber Age** has reprinted copies of the "Review and Preview of the Rubber Industry 1959-60," as it appeared in the magazine's January, 1960 issue. For further information write *Rubber Age*, 101 W. 31st St., New York 1. #

LIFE
LIFE
LIFE

PREMIUM—*H. J. Heinz breaks its Wm. A. Rogers tableware offer with a color half page in the Feb. 27 Saturday Evening Post and March 1 Look, followed by ads in Family Weekly, First Three Markets Group, Los Angeles Examiner, Louisville Courier-Journal, San Francisco Examiner, St. Paul Pioneer Press and in Sunday supplements in 302 newspapers. Maxon Inc. is the agency.*

Pentron Plans Free Trial

Pentron Electronics, Chicago, will center its February-March sales campaign around a five-day free home trial promotion for its tape recorders. A full promotion package is planned for all dealers, including in-store aids and various advertising aids. The advertising schedule for the campaign includes the February issues of *High Fidelity Trade News, Jobbers News & Electronic Wholesaling, Photo Dealer, Record & Sound Retailing*, and four weekly insertions in *Electrical Merchandising Week, Home Furnishing Daily* and *Radio & Television Weekly*. Alex T. Franz Inc., Chicago, is the agency.

Fruit, Dairy Groups Set Push

A joint promotion by the Washington State Dairy Products Commission and the Washington State Fruit Commission in March will feature two Washington products —canned Elberta freestone peaches and cottage cheese. Media emphasis will be in 18 newspapers with page r.o.p. color ads, but radio will be used in Seattle and Spokane, and four business papers will be used. Grant Advertising, for the dairy commission, and Pacific National, for the fruit group, are the agencies.

Wisner Joins 'NAHB Journal'

George Wisner has been named advertising director of *NAHB Journal of Homebuilding*, Washington, succeeding Patrick H. Gannon, who has joined *Look* in New York as home building products marketing manager. Mr. Wisner had been on the advertising sales staff of *House & Home* since 1951.

Carey Joins Wade Agency

Ed Carey has joined Wade Advertising, Chicago, as business manager-broadcasting. He previously was assistant to the business manager of National Broadcasting Co., Chicago.

U. of Michigan Gets New Financing for Its Consumer Survey

ANN ARBOR, Feb. 2—The survey of consumer finances conducted yearly since 1946 by the University of Michigan research center, with the support of the Federal Reserve Board, is being continued, despite withdrawal of FRB financial aid. It is being carried on with funds from the Ford Foundation and from a number of private business organizations, largely in the automotive and housing fields.

The research center has a $300,000 grant from the Ford Foundation, extended over a five-year period, which is partly to provide for transition from governmental to private support for the survey and also to make consumer finance survey data more readily available to the academic world and more useful for tests of economic theory. A number of companies and industrial associations already have agreed to share a portion of the survey's costs, and additional participants are coming in, said Prof. George Katona, director of the center's economic behavior program. Funds from participants vary, generally in relation to the amount of data gained from the survey they expect to find useful.

■ The research center is a division of the university's institute for social research. The survey of consumer finances is a basic source of information on the financial status of consumers, their demographic composition and their economic attitudes, based on personal interviews with a representative sample of more than 3,000 spending units.

The survey is being conducted during January and February. The usual yearly release of preliminary data from the survey will come in March. This will outline findings broadly, so that users may make inquiry and selection of information.

Withdrawal of the Federal Reserve Board support of the survey followed the shift of responsibility for retail data from FRB to the Bureau of Census (AA, Jan. 25). #

TelePrompTer Denies Charge

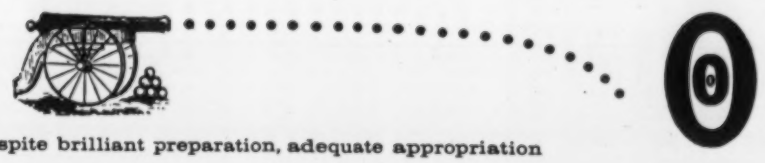
TelePrompTer Corp., New York, has termed "untrue and unsubstantiated" charges made by Louis J. Lefkowitz, New York state attorney general, that the company exercised monopolistic control of the viewing rights to the Johansson-Patterson heavyweight fight last June. A company executive expressed shock at the state's preliminary legal proceedings to dissolve TelePrompTer, as well as Floyd Patterson Enterprises, for the alleged monopoly.

Doherty, Clifford Names Six

Douglas A. Cornwell, formerly with Compton Advertising, and Peter C. Wilkinson, formerly with Chas. Pfizer & Co., have joined Doherty, Clifford, Steers & Shenfield, New York, as account executives. Doherty, Clifford also has named Bob Martineau, formerly with Cunningham & Walsh, to its merchandising department and Bill Dixon, formerly with WSAI, Cincinnati, local media representative for the Geo. Wiedemann Brewing Co. account. Jack K. Carver and Samuel B. Vitt, media supervisors, have been elected vps.

NAWGA Adding Specialists

National-American Wholesale Grocers' Assn., is adding a group of four food specialists to its staff who will be available to NAWGA members. The move is termed "the most significant step forward in the association's 54-year history." NAWGA will move to expanded quarters at 60 Hudson St., New York, on or before April 1.



Despite brilliant preparation, adequate appropriation and skillful publication printing, far too many color advertisements lack conviction and radiance in illustration, and often fall short in accurate product identification.

Invest in reproduction security with

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

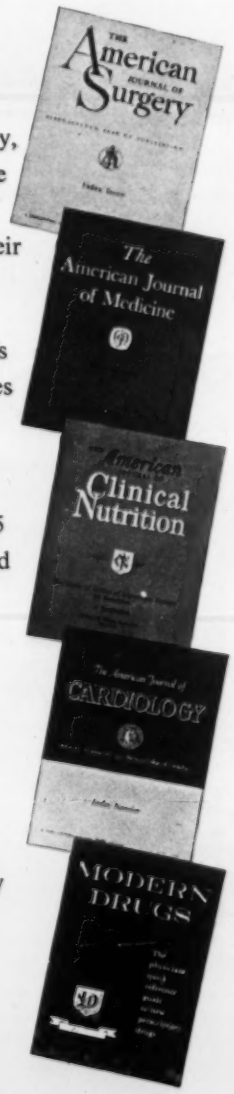
THE YORKE GROUP
gives extra value
to your advertising dollars

The four medical journals in The Yorke Group are trusted and constantly read by a large group of influential physicians . . . the leaders in surgery, internal medicine, nutrition and cardiology. These medical leaders—over 35,000 of them—pay more than half a million dollars annually for their subscriptions to Yorke Group Journals.

Your advertisement in these journals reaches this influential segment of medical practice and shares in the prestige and confidence earned by The Yorke Group.

The fifth member, MODERN DRUGS, in its 25 years of publication, has become firmly established as the physicians' *reference* publication for new drugs. Your advertisement in MODERN DRUGS will produce results measurable by the direct response to your offer of literature or samples—a response that often surprises even sophisticated advertisers.

These five journals are The Yorke Group—where the leaders of the pharmaceutical industry meet the leaders of medicine.


The American Journal of Surgery
The American Journal of Medicine
American Journal of Clinical Nutrition
The American Journal of CARDIOLOGY
MODERN DRUGS

The YORKE Publishing Company, Inc.
Subsidiary of The Reuben H. Donnelley Corp.
11 East 36th Street, New York 16, N. Y.
New York: MUrray Hill 3-2980 Chicago: FRanklin 2-3861

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Mr. Yeck Precipitates Comment on Adman's Semantic Chore

To the Editor: John D. Yeck, in his article "Can Semantics Help Our Image?" (AA, Jan. 18) has a point. As most of us Madavenue people know from our less esoteric friends, the general interpretation of the word "advertising" is mostly negative . . . It strikes me as deplorable that the general public thinks of the entire concept of advertising as badvertising: deceitful, cunning, and misleading.

But it seems strange to me that Mr. Yeck apparently overlooked an already much mis-used word, "huckstering." If advertising people themselves used the term in its proper context, the public would not confuse "advertising" with "huckstering."

Sage Mackay,
New York.

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To the Editor: . . . What advertising people and agencies need today is not semantics but friends. Stop being as high handed and mighty in this business because you have a good looking secretary and a swanky office. Come off the ivory tower and see what the people are in need of and desire . . .

Leo Reiner,
Featured Editorials, New York.

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To the Editor: Haven't we a word already in use that may be considered as meaning the antithesis of advertising? May we suggest to Mr. Yeck that word is huckstering.

G. Harris Danzberger,
Hingham, Mass.

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To the Editor: Anent the suggestion of John D. Yeck that a "non-advertising word" be found, I doubt that ad shops should tar their trade with their own brushes.

But it may be understood and acknowledged that, beside advertising, there is "badvertising" in many media, some of it not emanating from agencies.

Erwin L. Schwatt,
Atlantic City, N. J.

•

To the Editor: The public's measure of advertising goes far beyond the clear cut definitive lines of "good" *vs.* "bad" advertising (Can Semantics Help Our Image? AA, Jan. 18). Between these two solid black and white areas lies a vast shade of gray which can't be accurately described as good or bad . . . Much of it is just plain nonsense advertising . . . For the sake of a better word, I call it "fadvertising," hoping it will die as quickly as it was born.

Assuming the majority of advertisers are directing their sales messages to a reasonably intelligent public, why do the "fadvertisers" feel it essential to aim their tripe at a quasi-literate audience? As an industrial advertising man, I often wonder how many machine tools, stamping presses or power hoists would be sold by fancy and fantastic phrases . . .

R. L. Duckworth,
Advertising Manager, Wesson Co., Ferndale, Mich.

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Researcher Finds Fault with Evans' Homogeneous Sample

To the Editor: Criticism of the Evans' article on Ford-Chevy owner difference (AA, Nov. 30, '59) has come to you as I had expected, but two of the critics are open to the challenge that they had stated positions to defend. I know that there are few men in the market research field that regard Evans' study as valid, but I would like to make sure that your general range of readers are aware of the unsatisfactory design of this study . . .

The central mistake in the Evans' study was his extremely homogeneous sample. This means that he took a group of people that were as similar as possible and then looked for differences. He projected his findings to a larger and much more real world. Mr. Evans apologized for this sample homogeneity twice, and both Mr. Martineau and Mr. Wallace point it out too.

Let us spell out this mistake in an operational example to show what this abuse would do in a simple market research study:

You want to find the difference between people who buy power lawn mowers and those who don't. You go to a deliberately homogeneous sample—a subdivision with the same price homes. You compare people who do and people who don't own power mowers as to their average income groups. Because you have deliberately selected a homogeneous sample where incomes are similar you find that there is not much difference between the owners and the non-owners. In fact you become a trifle sensational because you find that there is much more difference for other less essential variables. You end the survey and conclude that the purchase of power lawn mowers is not influenced by income—a conclusion far removed from actual business conditions.

There is another criticism which ties in with the homogeneity of the sample. Ford-Chevy dealerships tend to pair up by location, and the bulk of Evans' homogeneous respondents probably came from three of four pairs of dealers. This is a basic sample of eight rather than 142. The outlets from which these cars came have different sales personalities which tend to screen customers. This is an intervening variable that was not considered in the report. If one or more of the (let's say) Chevy dealerships are predicated more than the Ford dealers upon price dealing than upon quality of service, there will be a definite tendency for Chevy owners to be "price" buyers and Ford owners to be the "quality" buyers. This lowers the sample size markedly, and again stresses the need for sample heterogeneity.

Kimball Nedved,
Market Research Project Manager, S. C. Johnson & Son, Racine, Wis.

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In Words of One Syllable . . .

To the Editor: From the letter of Franklin B. Evans, Ph.D. (AA, Jan. 18), I quote, dazedly:

"The linear discriminant function, an advanced statistical technique of multivariate analysis, was used for the major analyses."

Wha'd he say, wha'd he say?

Jim Pease,
Longmont, Colo.

Chapel Ads 'in Bad Taste'

To the Editor: Enclosed are two funeral chapel advertisements which appeared recently in different issues of the *Minneapolis Star* and should be filed in the "advertisements we can do without" department.

The inclusion of the caskets is particularly in bad taste. The only readership these advertisements would have are the people who have a dying relative—and even these persons are not looking for the best buys in caskets. They are depressed enough, so why add to their sorrow by picturing caskets?

The Enga advertisement states: "Emotional overspending is not a symbol of devotion"—this may be, but is getting the best buy a symbol of devotion? The Lake advertisement says: "Stop in anytime . . . No Obligation." I should hope there is no obligation.

Both advertisements appeared on the obituary page.

Robert A. Shogren,
Minneapolis.

• • •

CBS Radio Definitely Not 'Sick'

To the Editor: The Eye & Ear Man in the issue of Jan. 4 makes a number of thoughtful, constructive and pertinent observations on network radio. We would like to comment, however, on some remarks which are not applicable to CBS Radio.

"It's hard to give much of [network radio's] time away." The fact is that Arthur Godfrey, Garry Moore, Lowell Thomas and Phil Rizzuto are sold out. Art Linkletter's "House Party" is nearly completely sponsored . . .

Other networks may have "lost control of station clearances" but, under the Program Consolidation Plan which went into effect Jan. 4, 1959, our affiliates agreed to full clearance of a minimum of 30 hours of network programming per week and are abiding by that agreement.

We also question the general indictment that "programming . . . has deteriorated to (popular?) music and news." The CBS Radio Network regularly programs nine and three-quarter hours of drama and daytime serials each week, four and a half hours of public affairs, and 17¼ hours of comedy-variety; from fall through spring, seven hours of operatic and symphonic music (performed "live") is broadcast each week. And we ought to mention CBS Radio's on-the-spot coverage of major sports events, such as the upcoming Winter Olympics at Squaw Valley . . .

. . . The image of general network "sickness" does not apply to CBS Radio.

Howard G. Barnes,
Vice-President in charge of Network Programs, CBS Radio, New York.

• • •

Company Name Spelled Wrong

To the Editor: You'll probably hear from others regarding the advertisement for Walter E. Heller & Co. (Page 69, AA, Jan. 18), featuring a testimonial by Don Thomas.

It does seem inconsistent that the former president of a large

LIFE
LIFE
LIFE

manufacturer, placing an ad personally, would not make certain that the name of his former company was not spelled correctly.

As he told me many times when I was handling broadcast phases of his account, the name of the corporation is the Clinton Engines Corp.

James G. Smith,
Executive Vice-President, Hameroff Advertising Agency, Columbus, O.

• • •

A Market Is Many People

To the Editor: Applause unstinted to James D. Woolf for his "Non-Existent Mass Market" column (AA, Jan. 18).

How right he is! A market is made up of many individuals each with a name like Henry Lincoln Johnson and Mary Helen Davis, not with a condescending pea-in-a-pod name like Johnny Q. Public, Joe Blow, John Doe or Jane Doe, connoting a faceless, savorless, presumably brainless unit of population.

Ernest S. Green,
Senior Copywriter, Advertising Department, Johns-Manville Sales Corp., New York.

• • •

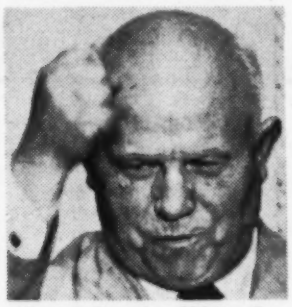
News Picture in Ad

To the Editor: I was interested in reading the letter from F. L. Corr in the Jan. 11 issue suggesting the use of news pictures as an attention-getting device for an ad.

For Mr. Corr—and others who may be interested—I'm enclosing an ad we ran for Cincinnati's oldest and largest dairy during the recent time that Nikita was with us.

A. A. Radkey,
Vice-President, Keelor & Stites Co., Cincinnati.

KRUSH
Learns Facts About Democracy!



Soviet Premier Nikita S. Khrushchev now has a new slant on democracy. He's found that America is not only a land of freedom, but a land of plenty, too . . . where people buy at the store of their choice. Americans like quality — that's why, in the Greater Cincinnati area, more French-Bauer dairy products are sold than those of any other dairy.

French-Bauer
"widely known as the best!"

• • •

Claws Across the Border

To the Editor: Your story . . . concerning Standard Esso's contract with WNTA is interesting (AA, Jan. 18). It duplicates exactly the rules of our own government-owned Canadian Broadcasting Corp.

As a matter of fact, in the tv series "GM Presents," General Motors on the advice of its agency decided that a script, "Shadow of a Pale Horse," which concerned justice in the Australian Bush of 1880 was too gruesome. General Motors tried to have the script either changed or dropped. The CBC told GM where to go and produced that script on its own in the same time slot without sponsorship. Had it wanted to, the CBC could have insisted that GM sponsor that script also.

Although the story was on Page 1 of almost all Canadian newspapers and even in the *New York Times*, your magazine ignored the story. Why?

Let's face it. No American network would have had the guts to stand up to so big a sponsor.

Incidentally, in Canada all tv and radio advertising has to be okayed by the Department of National Health at Ottawa prior to broadcast. Thus we see none of the types of nonsense such as various headache remedies knocking each other as is seen on American tv.

Let's face it, only government-owned networks such as in Canada can stand up to sponsors. Private broadcasters have no guts.

I. Mandelcorn,
Montreal.

This Is Faust Becoming a Joke

To the Editor: As a charter member of the Society for the Protection of "Wag" Line Writers, it was most interesting to see your current "Gladys the beautiful receptionist" picture and caption about Dristan and Isolde.

You see, a similar thought occurred to me last April, and was so reported in Joe Kaselow's column, enclosed. Now it seems that midwestern opera lovers are rallying to the fold . . .

Barry M. Schwartz,
Vice-President, Pan-American Public Relations Ltd., New York.

Mr. Schwartz told Mr. Kaselow, who writes the advertising column for the New York Herald Tribune, that a Brooklyn drugstore had a sign reading "Dristan Isolde Here." And last Aug. 24 AA published a letter from Alfred Zusi, Seaboard Chemical Corp., N. J., describing a romantic dialog between Dristan and Isolde.

Sit Back from Your Set, Too

To the Editor: Just happened to notice that a major brand of toothpaste is dropping its "invisible shield." Hope nothing happens to the personable gentleman that stands behind that shield when the usual hodgepodge of assorted sporting equipment comes flying at him.

Bernie Guggenheim,
Brooklyn, N. Y.

• • •

Ad Pleases Mr. Bauer

To the Editor: . . . Every once in a while, I run across an advertisement which seems to me to be exceptionally good and in the public interest. Typical is this one from the *Rochester Times Union* of Jan. 8, 1960.

The city was recovering from an ice storm unparalleled in half a century. Many areas had been without electricity and telephone for days. Mr. Ginna's explanation of the situation and his tribute to his employes—and the understanding community—make a truly outstanding advertisement.

George Bauer,
Director of Promotion, *Nation's Business*, New York.

DONUTS TO DOLLARS

HERE'S THE HIT SHOW THAT GETS RESULTS FOR ALL PRODUCTS...ALL SPONSORS!

"DONUT SALES INCREASED BETTER THAN 50% IN 24 HOURS! UA KNOWS WHAT THEY ARE DOING!"
—William Izzard, Adv. Mgr., Royal Castle System, Inc., (77 Coffee Shops), Miami, Florida

"A WINNER!"
— J. T. Loehnert, Vice President, Dollar Federal Savings And Loan Bank, Columbus, Ohio

TALES OF THE VIKINGS

A BOOMING 23.1 RATING
"...and we expect the rating to go even higher!"
—Jack Atwood, Station Mgr., WCHS-TV, Portland, Maine

"TREMENDOUSLY PLEASED!"
—Walter E. Sickles, Program Director for Television—WDBO, Orlando, Florida

Already sold in 110 markets, "Tales of the Vikings" is ringing up phenomenal sales for sponsors coast to coast! There are some good markets left—snap it up now!

AMONG TOP TEN in Los Angeles! Miami! St. Louis! Seattle!

"FIRST PLACE AND CLOSE SECOND PLACE RATINGS! ALL AUDIENCE APPEAL!"
—Dave Crockett, Manager of Programming —KOMO-TV Seattle, Washington

The Biggest, Most Spectacular "All-Family" Sea Adventure Series Ever Brought To Television!

TALES OF THE VIKINGS

WRITE, WIRE OR PHONE: UNITED ARTISTS TELEVISION

729 Seventh Avenue
New York, N. Y., Circle 5-6000

Emotional Appeals in Business Paper Ads Mustn't Be Crude or Obvious, Lehman Says

NEW YORK, Feb. 2—Today's reader—especially of business publications—is more aware of what motivates him than he used to be. Based on this premise, a young research analyst has called for more consideration for "negative" or realistic thinking in advertising to make ads "more varied, more compelling and more believable."

Charles C. Lehman, senior analyst at Daniel Starch, Mamaroneck, N. Y., told more than 200 advertising and publishing executives at an annual reader impression studies discussion here last week, that because of the "increasing shrewdness of readers, advertisers should consider the possibility that readers are more aware of emotional appeals as such than they have ever been before.

"In consumer advertising," Mr. Lehman said, "some appeals can be acceptable and effective even when the reader recognizes that they are emotional appeals.

■ "In business advertising, the advertiser should make sure that emotional appeals are not so crude or obvious that they arouse suspicion and resentment. The advertisement should include enough material of a 'rational' nature to permit the reader to think that his positive feelings about the ad and the product are based on pure logic.

"The advertiser who underestimates the reader's intelligence only insults him," he explained. "Both the artwork and the copy claims in advertising should be on the reader's level or a little above it.

"Another serious error which the advertiser can make is to assume that advertising is the only channel of information the reader has," he said.

"People who are contemplating the purchase of some particular product may ask friends about their experience with the product. If the prospective purchaser is a business man, and if the product is expensive, he may even ask an expert to evaluate competitive products."

■ Therefore, Mr. Lehman said, "Advertiser and agency should always attempt to find out if the claims they are making are consistent with user experience and with the things which the reader's friends have told him about the product."

Occasionally, he said, so many product features are played up in an ad that "the implication seems to be that the product is perfect." Unfortunately, he said, "perfection is not believable."

An advertiser would do better to "advertise his effort to achieve perfection—but in a brief and non-technical way." He cited General Electric's slogan, "Progress is our most important product," as a successful example.

Another negative consideration in the content of an ad "is that two copy claims may be incompatible," he said. "Throwing two statements together does not guarantee that both will be accepted.

"One particular example that comes to mind involves cost and quality. *Business Week* readers, who are often more interested in quality than in cost, sometimes find it difficult to believe that the best product is also the cheapest."

■ One of the strong points of Morse Chain advertising of its "high endurance" chain, he indicated, "is the candid admission in the copy that the product costs 'about 10% more than ordinary chain'."

■ Four speakers, Van Cunningham, vp of Doyle, Kitchen & McCormick; John W. DeWolf, vp of G. M. Basford; L. P. Moyer, advertising media and research supervisor, General Electric; and Lawrence H. Smith, assistant advertising manager of the commercial division of Socony Mobil, used slides to explain how their campaigns had been strengthened through reader impression research. #

A Mass Medium with 6715* Paid Circulation?

For coverage of the "mass" of beef and dairy cattle industry buying power in Florida, The Florida Cattleman provides your most thorough and most economical coverage. Ask us to back this statement up. Available on request: 1959-60 Surveys covering Size of Operations, Feed, Fertilizer, Equipment, Irrigation, Forage, Fencing, Buildings, Additives, Parasites, Diseases, Readership.

*Latest ABC Audit

The Florida CATTLEMAN

Joe Brown, Ad Manager, Phone TI 6-7401, Box 891, Kissimmee, Fla.

CONVENTION CIRCULATION: 10,000 AND SPECIAL MAILING OF 6,000

SHAMIE PUBLICATIONS

GROCER-GRAPHIC
YANKEE GROCER
GROCERS' SPOTLIGHT
MICHIGAN AND NORTHERN OHIO EDITIONS

SMI CONVENTION EXTRA

MAY 2, 1960

FOR UNIQUE COVERAGE OF THE SMI CONVENTION CALL SHAMIE PUBLICATIONS

New York	Detroit	Cleveland	Boston
LEXINGTON 2-3045	WOODWARD 1-7554	SUPERIOR 1-2654	HANCOCK 6-7933

Harker - Husted - Coughlin, San Francisco — GArfield 1-2481
Harker - Husted - Coughlin, Los Angeles — DUnkirk 7-2328

CALL COLLECT

ISSUE DATE MAY 2
COPY DEADLINE: APRIL 25

SHAMIE PUBLISHING CO. ● 3 EAST 40th ST. ● NEW YORK 16 N. Y.

VSP—*Western Hotels Inc., with operations in 10 western states, Canada and Central America, launches its 1960 ad and sales promotion campaign starting in February in western editions of Newsweek, The Saturday Evening Post, Sports Illustrated and Sunset Magazine, plus 23 newspapers and business publications. Cole & Weber, Seattle, is the agency.*

Premium Offers Up 3.3%; Women's Offers Drop

Manufacturers' premium offers in 1959 climbed 3.3% over 1958 to a new high, according to the semi-annual "Promotion Index" in the February *Premium Practice*. Contests were up 4.9% and retailer promotions increased 47.5% for the year. Most of the gains were made during the first half of the year.

More offers are aimed at men, climbing from about 12% to nearly 19% of the total. Women's offers dropped from almost 46% to 47%. Juvenile offers fell from 21% to 15% and general offers climbed from 21% to 29%.

Poster Study Results Told

Directors of Traffic Audit Bureau, New York, were presented the first public presentation of the results of research on the measurement of the coverage and frequency-of-exposure of poster advertising. The project, conducted for Outdoor Advertising Assn. of America by Wilbur Smith & Associates, traffic engineering consultant, has taken almost four years to complete at a cost of more than $250,000.

Baby Photo Contest to Plug Teething Lotion

Purepac, New York, will launch a nationwide "smiling baby" photographic contest this month to promote its "Num-Zit" teething lotion for babies. Winners will get a $1,000 U. S. Savings Bond and 49 other prizes.

Purepac will use *American Baby*, the Dell Modern group, *Ebony*, *Parents' Magazine* and *True Confessions* to reach mothers. The contest, to run from Feb. 15 to May 31, will increase the company's 1960 ad budget by a "substantial" amount, according to Leonard Wolf & Associates, Purepac's agency.

Glastex Names Rodkin Agency

Glastex Co., Tinley Park, Ill., manufacturer of Speed Queen fiberglas boats, has appointed Sander Rodkin Advertising, Chicago, to handle its account, effective immediately. The company plans its largest ad campaign this year, with the emphasis in sports and boating magazines. Executive Advertising, Chicago, is the former agency.

305 Dailies Raised Price

The nation's newspapers continued to hike circulation prices in 1959, with 305 of 1,146 dailies reporting to the American Newspaper Publishers Assn. increasing prices in one or more categories. In 1958, 403 of 1,477 newspapers boosted prices.

Plan New Japanese Directory

Toa Publications Ltd., Tokyo, will publish a new directory, *Radio & TV Directory in Japan*, starting in February. The directory, which will sell for $2, will cover all radio, tv and acoustical equipment related manufacturers in Japan, and their leading exporters.

Switch to Lake Shore for faster service!

ELECTROTYPES · NEWSPAPER MATS
REILLYTYPES · PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

Norfolk Daily Sets Code on Art, Copy for Amusement Ads

NORFOLK, Feb. 2—The *Virginian Pilot & Ledger-Star* has distributed a decency code to amusement advertisers here, outlining its standards for acceptance of amusement ads.

The newspaper's code covers art and copy which "states, implies or suggests conduct which by normal standards is considered to be morally and/or socially unacceptable."

Specifically, the newspaper said, ads will be banned which show:

- Pictures of persons in compromising positions.
- Pictures of persons shown in a state of dress or undress which might be construed as suggestive.
- Pictures showing alcoholic beverage bottles, narcotic drugs or instruments along with persons in compromising positions.
- Pictures portraying a high state of violence.

■ In addition, ad copy will be ruled unacceptable when it "might tend to stimulate an unnatural or unwholesome attitude toward or interest in sex-violence, alcohol consumption, narcotics, immorality or perversion," or which uses "the device of double meanings." #

Brother International Names Ruth Ehrlich 1st VP

Ruth G. Ehrlich, formerly vp in charge of advertising, has been named 1st vp of Brother International Corp., division of Brother Sewing Machine Co. of Japan. Miss Ehrlich will continue to supervise all advertising and promotion but will now have general management functions, including coordination of branch offices.

Ruth G. Ehrlich

'Milwaukee Journal' to Boost Price; Issues New Rate Card

The *Milwaukee Journal* has issued a new rate card, increasing its advertising rates, effective July 1. Rates for a b&w page, one insertion, will be increased from $1,800 to $1,920. The new rate will apply to all advertising published on or after July 1. Newsstand price of the newspaper will be increased from 5¢ to 7¢, effective Feb. 1.

Pennsalt Names Sloan, Grogan, Three Others

Russell W. Sloan has been promoted to manager of a new marketing planning department of Pennsalt Chemicals Corp., Philadelphia. He formerly was manager of the commercial development department.

George D. Grogan has been named general sales manager of the Pennsalt Chemicals Corp. industrial chemicals division succeeding George R. Lawson, recently named general manager of the corporation's chemical specialties division. W. G. Kayser Jr. has been named sales manager of organic chemicals, a newly-created post, and Arthur F. Bixby is manager of sales for the industrial chemicals division.

'Good House' Boosts Leyko

Stanley J. Leyko, formerly promotion production and traffic manager of *Good Housekeeping*, has been named administrator of the magazine's promotion department, a new post.

Michel-Cather Names 3 VPs

Michel-Cather Inc., New York, has named Jess Cloud, Godfrey J. Gaumburg and P.F. Palace vps. Mr. Cloud was formerly with Batten, Barton, Durstine & Osborn, Mr. Gaumburg was previously with Campbell-Ewald Co., and Mr. Palace was formerly with Carrier Corp.

'Golf Digest' Expands

Golf Digest, Evanston, Ill., golf magazine, has expanded its staff with the appointments of Rose Mary Strafaci as fashion advertising director, with headquarters in New York, and Karen Lupschultz as promotion coordinator, with headquarters in Evanston.

'Newsweek' Boosts Bausch

Newsweek has promoted Richard F. Bausch to the new post of business manager of the advertising division. Mr. Bausch was formerly an administrative assistant in the magazine's ad administration department.

Sell South Jersey

Atlantic, Cape May, Cumberland Counties

WITH

Saturation Coverage

A Rich, Rapidly Growing $500,000,000 Market

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President* | Scolaro, Meeker & Scott, Inc., *National Representatives*

U.S. Army Nike-Hawk, anti-aircraft guided missile. Range 22 miles.

It's Loaded

with buying power...

THE INDIANAPOLIS AREA

● There's dramatic sales potential in this compact 45-county market! More than 2 million people—with almost 4 billion annual spendable income—make retail sales 15.9%* higher than the national average.

For massive advertising penetration at economical cost, your best buy in this prosperous market is the Indianapolis Star and the News.

76.7% coverage of the Indianapolis metropolitan area, and 54.9% coverage of all households in the entire trading area, give you more for your advertising dollar than any other available media.

Use this business getting combination for maximum sales impact and buying response.

*Sales Management, Survey of Buying Power, 1959

GET THE FACTS! Write for your free copy of "FACTS," a condensed report of the booming economic picture of Metropolitan Indianapolis.

The Indianapolis STAR Morning & Sunday

The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Supermarkets are great places for crazy things to happen, but not since Khrushchev caused a riot in one, have they suffered such indignity as occurred recently in the Southland. Seems a woman was accused of petty larceny by store officials who charged she ate a variety of products, ranging from strawberries and bananas to raw carrots and a package of boiled ham—all in a course of a shopping tour. The defendant's plea—"Why, I've been eating here for years."

So far as we know, this woman was not working on a market research project. One thing you can be sure of, she was not one of our field personnel. No sir, our people are too busy to let food stand in the way of getting a Burgoyne sales audit completed. You see, in a typical Burgoyne Retail Sales Study, unit sales of our client's product (as well as competitive brands) must be counted before, during and after whatever type of promotion is used as a sales stimulator.

This means counting product units on store shelves, in reserve stock and on store purchase orders, not once, but three times. In a continuing study, there might be dozens of audits. A prodigious job? You bet, but because Burgoyne is set up and ready to go in any one of the best 50 test markets you can name . . . because our well trained field personnel know their stores and the people who operate those stores—we get the job done efficiently, accurately, completely.

* * * *

We'd like to tell you more about our operation—the clients we work for, the cities in which we have permanently established store panels for grocery or drug product sales audits, and how a Burgoyne Retail Sales Study can show you the full, up-to-date sales picture on your product. Write or phone.

Burgoyne
GROCERY & DRUG INDEX INC

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Broadcasting Among Top Contributing Media: Ad Council

WASHINGTON, Feb. 2—Harassed broadcasters welcomed a testimonial last week from the Advertising Council that no advertising medium has contributed more in volume, circulation and "dollar value."

This timely praise was offered in a statement filed by Advertising Council President Theodore S. Repplier, as the Federal Communications Commission considered need for regulations to tighten up on public service programming by broadcasters. Mr. Repplier said the statement was submitted by direction of the directors of the council.

He said dollar value of contributions in time and talent is difficult to measure.

■ "Support of the council's public service activity has become so accepted a part of broadcasting that the general public does not stop to think of the vast quantity of valuable time, work, talent contributed free of charge by the networks, stations, sponsors, advertising agencies and performers.

"As you can see through regular broadcasting of material on the campaigns I have described, tv has made it possible for important appeals in the public interest to be seen every day and night of the year, on the big audience network programs in the best time periods."

Eagle Airways Appoints Keyes, Madden & Jones

Eagle Airways, Britain's largest independent scheduled airline, has appointed Keyes, Madden & Jones to handle its advertising in the Western Hemisphere. Eagle, which now operates flights between Montreal and New York, Bermuda and Nassau, will begin a Miami-to-Nassau service on March 1. The airline also has pending applications for other routes in the Western Hemisphere.

Eagle, which also does a large charter business, expects to be spending an estimated $350,000. Promotion of the Miami-Nassau service will begin in mid-February, with newspapers, radio, television and outdoor to be used. Jack Bailhe, Keyes, Madden vp, will be account supervisor. Harry W. Graff Inc., agency for Cubana Airlines, is the previous agency.

Market Research Corp. Sets Consumer Panel

Market Research Corp. of America, New York, is setting up a nationwide consumer panel to report on textile and apparel purchases. The panel of 6,000 families will start recording its purchases of 125 items of apparel, household furnishings and yard and piece goods on March 1. Included will be the brand name, color pattern, fiber or material, minimum care characteristics, age and sex of wearer, quantity purchased, price paid, name and type of store where the item was bought and style characteristics.

Manufacturers or retailers need only subscribe to portions of the study pertinent to their own operations. Chemstrand Corp. and Eastman Chemicals division, Eastman Kodak Co., are the first subscribers.

Lund Joins French

Eric F. Lund has joined the account management group of French Advertising, St. Louis. He previously was an account executive at Gardner Advertising Co., St. Louis, and prior to that operated the farm service department of WLVA radio and WLVA-TV, Lynchburg, Va.

ELECTRIC AD—*This is one of the single-page ads Edison Electric Institute will be using during 1960, running in Better Homes & Gardens, Life and The Saturday Evening Post. The institute recently announced it has dropped tv from its 1960 plans to concentrate on magazines (AA, Jan. 11).*

'Garden Merchandiser' to Publish Western Edition

Garden Supply Merchandiser, effective with its March issue, will publish a western edition covering 13 western states.

Forgotten Something? It's Time to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1959 billings information for ADVERTISING AGE's 16th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 560 agencies, including all agencies billing $5,000,000 or more in 1958.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Rek-O-Kut Ads Show Hi Fi in Homes of American Pilots

The Rek-O-Kut Co., New York, has launched a five-month campaign featuring the use of Rek-O-Kut high fidelity equipment in the homes of American Airlines pilots. Ads will show the Rek-O-Kut turntables and tone arms and Audax speakers and speaker systems under the theme, "Men of decision . . . demand precision."

On the schedule are *Esquire, New York Times Magazine, Playboy, Sports Illustrated* and high fidelity publications. Wexton Co. is the agency.

Richards Joins Donahue & Coe

Ray Richards, formerly an art director with McCann-Erickson, has joined Donahue & Coe, New York, as an art director. Rosemary McGirney, of the agency's copy staff in Los Angeles, has transferred to the New York office.

Walker to 'Family Herald'

Frank Walker, research assistant to the president of the *Montreal Star*, will become assistant publisher of *Family Herald* on March 1.

"Subliminal" Advertising
Ads, letters, literature with instantaneous appeal—that tells story at a glance and leaves lasting impression.
"That Fellow Bott"
Lee P. Bott, Jr., 64 E. Jackson, Chicago

LIFE
LIFE
LIFE

AFA Calls for Vigilante Action in Policing Ads

(Continued from Page 1)

ing radio and tv advertisements." In the last three fiscal years, FTC has issued 500 orders against deceptive advertising claims in interstate media, he said.

He emphasized, "We already have gone beyond the scope mentioned by the attorney general by naming as respondents in several cases the advertising agencies as well as the account executives who participated in preparing and producing the television advertisements. The legal responsibility of such persons is now at issue before the commission."

He reviewed the guide program of the FTC at some length, concluding, "I sincerely believe that it, supplemented with our trade practice rule program, is our greatest tool in assisting you in self regulation."

■ James S. Fish, vp of General Mills and chairman of the board of AFA, traced AFA's tradition of interest in truthful and disciplined advertising and urged a program encompassing (1) for individuals, a firm insistence on the difference between right and wrong in advertising and that each company ought to have a clear statement of its advertising policy; (2) for agencies, that they must "have the guts to put these principles over billings and take a firm position with the occasional client"; (3) for media, a clear statement of advertising standards which advertisers must meet; (4) for government agencies, a clear policy—"additional ground rules be spelled out as early as possible"—and (5) for associations a time of "togetherness" and mutual assistance in creating public confidence in advertising.

■ Referring to AFA's vigilance plan, he commented that "the important thing to note is that there already is in existence a structure which ideally offers a foundation on which to build an effective nationwide self regulation body.

"Example and moral suasion must be a prime responsibility of all of us," Mr. Fish said, and he held out the hope that the plan will be "not a panacea, but a simple guide to the ways in which we harness the structure of AFA to help us rid ourselves of the cleat marks on our backs and restore an environment of good will for our advertising messages."

■ John C. Doerfer, chairman of the Federal Communications Commission, advocated an advertising industry arrangement with the National Assn. of Broadcasters and its code review board to "checkmate objectionable advertising before it gets on the air."

Chairman Doerfer said two objections to the plan were that it involved censorship and it would be too costly. He commented that "commercials do not enjoy the protection of the first amendment" and "in addition, censorship, when self-imposed, is a peculiar term to apply to self-discipline."

■ E. K. Hartenbower, vp and general manager of KCMO-TV, Kansas City, and a member of the tv code review board, summarized the progress that has seen an end to bait and switch, the announcer disguised as a physician, the 30-minute commercial. He noted that 380 tv stations now subscribe to the code, a record, and reported that code provisions against programming deception have been strengthened, as well as provisions dealing with deceptive commercials.

■ In theoretical areas, the AFA conference heard Dr. Lawrence C. Lockley of Columbia University's graduate school of business point out that advertising costs are about 2% of the price of all goods and services, that margins for retailers and wholesalers are about six to eight times as much, and that hauling cost is about twice advertising cost. Dr. Lockley argued that, on an esthetic plane, the "general tone of advertising is in tune with the general tone of the American people." In his opinion, the "major service of advertising has been the upgrading of most products competing for the same markets." He thinks that when inflation slows down, and the dollar stabilizes, business will be more competitive, and "at that time, the need for advertising to increase the marginal utility of goods will be great."

■ John J. Ryan, AFA counsel, analyzed the background and meaning of the Cammarano case (AA, March 2, March 9, '59) in which a beer distributor had contributed to a beer wholesaler's campaign against a public initiative which sought to place the sale of beer exclusively in Washington state stores. He deducted the contribution as a business expense, the tax department disallowed it, and the Supreme Court upheld the tax department.

■ Arthur S. Flemming, secretary of the Department of Health, Education & Welfare, praised the Advertising Council and the advertising business for cooperation and speed in making information available to the public. Secretary Flemming stated as a basic principle that "the American people should not be asked to take an additional risk of cancer by being asked to include in their diet artificial substances which in the diet of animals would induce cancer."

He said, "No economic consideration should be given higher priority than the health of our people." And he told the admen, "When you have claims you're dubious about, don't feel hesitant to check with us; we'll show you all the evidence available to us." #

Hamilton Unit to Leave AIA; May Join Canada Counterpart

HAMILTON, ONT., Feb. 5—A recent membership poll has prompted the Hamilton chapter of the Assn. of Industrial Advertisers to withdraw from the international body of AIA in favor of a local group operation.

The remainder of 1960 will be considered a transitional period. All obligations to AIA, regarding paid-up membership dues, will be met, thus maintaining a link with AIA this year.

The prospect of a Canadian counterpart to AIA has been indicated by contact between the Hamilton and Montreal chapters. Reportedly there has been favorable reaction to this idea, and Jim Romp, the Hamilton chapter president, has said it is "our eventual aim . . . to return to AIA or to join a Canadian body in affiliation with it." #

Gibbons Names Marshall

K. Dorothy Marshall has been named media director of J. J. Gibbons Ltd., Toronto. She formerly was media director of Thompson-Peterson, Toronto.

Last Minute News Flashes

P&G Loads Ad Guns for New Salvo Detergent

SAN DIEGO, Feb. 5—Procter & Gamble is scheduled to break print advertising next week for Salvo, a heavy-duty low-sudsing detergent in white tablet form which started selling here last month. Tv spots emphasizing Salvo's washing performance and convenience have already run. Salvo is foil-wrap packaged in 12-, 24- and 72-tablet sizes and is competitively priced with other low-sudsers. Salvo was tested for more than three years before entering this market, P&G reports. Leo Burnett Co., Chicago, is the agency.

Jim Beam Uses 'Feminine Appeal' Newspaper Ads

CHICAGO, Feb. 5—James B. Beam Distilling Co. will include an appeal to women for the first time in large-space b&w newspaper ads. Ads have already run in Florida, and will be seen in about 25 markets. They picture a bottle of Jim Beam standing next to sandwich ingredients, left by the wife for her husband and friends. Headline reads: "Pretty nice wife, wouldn't you say?" Edward H. Weiss & Co. is the agency.

Kelly Rejoins Lawry's as Merchandising Director

LOS ANGELES, Feb. 5—Lawry's Foods, maker of dressings, mixes and allied products, has appointed M. V. (Mike) Kelly to the new post of merchandising director. Mr. Kelly resigned as ad manager of Lawry's last fall to join Donahue & Coe, Los Angeles.

Dow Chemical Gives NC&K New Plastic Wrap

MIDLAND, MICH., Feb. 5—Dow Chemical Co. has appointed Norman, Craig & Kummel, New York, to handle advertising for a new thin sheet plastic wrap. Test marketing will start shortly and national advertising is contemplated this year. NC&K has handled Dow's Zefran, a synthetic fiber, for the past two years.

'L. A. Times' Led in Advertising Linage in 1959

NEW YORK, Feb. 5—The *Los Angeles Times* was the nation's top newspaper in total advertising linage last year, according to Media Records. The *Times* ran 78,690,743 lines in 1959 as compared with 63,378,199 in 1958. Others in the top ten were *Miami Herald*, 60,267,704 lines; *New York Times*, 60,056,995 lines; *Chicago Tribune*, 56,237,322 lines; *Milwaukee Journal*, 55,689,107 lines; *Cleveland Plain Dealer*, 47,589,274; *Washington Post*, 44,491,452; *Washington Star*, 44,270,559; *New Orleans Times-Picayune*, 43,745,555, and the *Cincinnati Enquirer*, 43,328,964.

Simoniz Introduces New Tone Furniture Wax

CHICAGO, Feb. 5—Simoniz Co. will break advertising Feb. 25 for Tone, a new aerosol furniture wax. Media schedule includes participation on four daytime shows on CBS, 20- and 60-second tv spots in 21 major markets (up to 21 per week), three-column b&w newspaper ads in 70 markets. Initial ads will offer a full refund (89¢) in exchange for a portion of the Tone label. Young & Rubicam, Chicago, is the agency.

Thayer Products to Shaller-Rubin; Other Late News

• **Thayer Laboratories division** of Revlon Inc., New York, has appointed Shaller-Rubin, New York, to handle advertising for Asthmanefrin, a consumer product for the relief of asthma, and Vaponefrin, an ethical preparation for relief of asthma. Revlon acquired the products in its recent purchase of the Asthmanefrin Co., Portland, Ore. (AA, Jan. 18). Shaller-Rubin already handles two Thayer products.

• **Brooke, Smith, French & Dorrance,** Detroit, has promoted John S. Pingel, vp, to exec vp, a new position, and has moved Blount Slade from vp to senior vp. Elected agency vps were Hal S. Rumble, manager of the media department; Hubert E. Wilds, account executive, and Richard D. Gaul, New York division art director. Also in the New York division, Robert R. Woodward was named media director and John Mercer was promoted to director of graphic arts.

• **CBS-TV's** plan to formulate new principles relating to the acceptance of commercials for personal products and remedies, revealed by CBS President Frank Stanton last week (*see story on Page* **36**), will aim at three main areas of concern: (1) Clinical demonstration of bodily functions, whether schematic or not; (2) abnormal use of scare copy for drugs; (3) the fatigue factor, or the point at which a personal product ad becomes obnoxious through repetition.

• **Harold Driscoll,** former advertising manager of Zenith Radio Corp., Chicago, has joined Beltone Hearing Aid Co., Chicago, as advertising manager. He succeeds Burton Kessler, who was promoted to coordinator of marketing services, a new job.

• **Wilson F. Fowle Jr.,** formerly with Benton & Bowles, has joined Colgate-Palmolive Co., New York, as Wildroot products manager.

• **Three Canadian agencies** considered as strong contenders for the Trans-Canada Air Lines account are James Lovick & Co., Foster Advertising and Vickers & Benson. Trans-Canada will move its $1,300,000 account out of Cockfield, Brown & Co. some time this year (AA, Nov. 11, '59); U.S. advertising (about $1,000,000) will remain with McCann-Erickson.

• **Brady Co.,** Appleton, Wis., will open a Milwaukee office March 1. Burton E. Hotvedt, who joined Brady last month as a vp, will head up the office, which will have complete facilities.

• **S&W Fine Foods Inc.,** San Francisco, and Honig-Cooper & Harrington, San Francisco, will "separate amicably" May 1. The company said a new agency—either local or one with a fully staffed local office—will be chosen within three weeks. S&W's ad budget is about $500,000.

• **Bulova Watch Co.,** New York (McCann-Erickson), is scheduled to return to spot radio for the first time since 1953, running mid-March through June. A $300,000 order of time signals will be used in the top 60 markets in this supplementary advertising.

• **Burroughs Corp.** has named Ken T. Bement vp in charge of marketing as part of its reorganization to separate marketing from engineering and production, effective March 1. Mr. Bement was general sales manager. Named as assistant vps of marketing in the reorganization were R. C. Bailey, former assistant to the president and director of pr, and Edward McAllistar, former general manager of marketing for the Electro-Data division, Pasadena.

Judge TV Claims Only 'in Context,' Colgate Tells FTC

(Continued from Page 1)

part, this occurred because both sides agreed to waive testimony on therapeutic properties of the product.

Colgate stipulated that "qualified experts in dentistry—in dental science—if called, would testify that neither Colgate Dental Cream with Gardol nor any other dentifrice on the market would afford the users thereof complete protection against tooth decay or the development of cavities in the teeth."

Edward F. Downs, attorney for the FTC, said he accepted this stipulation "for the purpose of this case."

With Colgate agreeing that no dentifrice can provide complete protection, Mr. Downs limited the commission's case to tv commercials and newspaper and magazine ads which allegedly imply Colgate provides "complete" protection.

His tv exhibits, which were shown during the hearing, consisted of four protective shield films, two cartoons and a jingle. Two were rejected by the examiner, who said he failed to see statements or tv innuendo suggesting complete protection.

■ A flareup over evidence was avoided when both sides agreed to a stipulation which states Colgate's tv films were revised, following conferences with FTC staff in October, 1958. The agreement said the "one-brushing scene" had been eliminated, but the use of the protective shield technique had not been passed on.

The hearing opened with a sharp exchange between the examiner and Mr. Correa over Colgate's right to complain about ads of its competitors. The examiner said courts have long held FTC does not have to proceed against everyone it wants. He cited Chairman Earl W. Kintner's speech to ANA last Tuesday as proof that this continues to be FTC policy.

Mr. Correa again raised the competition theme as FTC attorneys began screening Colgate tv spots. He said the impact of the ads on the public could not be established unless they were shown in the same context in which they are seen at home—a viewing experience which includes ads for competing products.

■ The Colgate dental cream with Gardol complaint was one of FTC's first blasts in the midst of the Congressional probe of deceptive tv programming last November (AA, Nov. 23).

The complaint itself simply says Colgate used newspaper, magazine and tv ads to represent, directly or by implication, that Colgate dental cream with Gardol "forms a 'protective shield' around teeth; thereby affording the users thereof complete protection against tooth decay and development of cavities in their teeth."

■ Colgate's answer, received only last week, denied that the ads, when read or viewed in their entirety, represented or implied that the toothpaste "forms a protective shield around teeth, thereby affording the users thereof complete protection" (AA, Feb. 1). #

Publisher Names Phillips

David C. Cook Publishing Co., Elgin, Ill., publisher of religious periodicals and educational materials, has named Phillips & Cherbo, Chicago, as its agency. Revere Advertising, Minneapolis, formerly handled the account.

Bond Smith Hubbard Jaenke Buzby Marsteller

THE PROBLEM: AUDIT—*Discussing a common audit at AIA meeting were Nelson Bond, McGraw-Hill; Richard Smith, W. R. C. Smith; Phil Hubbard, Reinhold; Russ Jaenke, Penton; G. C. Buzby, Chilton, and Bill Marsteller, Marsteller, Rickard, Gebhardt & Reed.*

McGraw-Hill Exec Suggests 'Common Auditing Bureau'

(Continued from Page 2)

culations, Mr. Bond proposes that the ABC audit the paid part, BPA the controlled part, and then combine both parts into a single, common audit for that publication.

Endorsing Mr. Bond's suggestion was G. C. Buzby, president of Chilton Co., Philadelphia, who said it would be "a step in the right direction." Most Chilton papers are BPA audited. Such a move would "make possible standardization and unity" in business paper audits, Mr. Buzby said.

■ The proposal came during a panel discussion at the session of the New York chapter of the Assn. of Industrial Advertisers, which was moderated by William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed. It was Mr. Marsteller who last June recommended the establishment of "a single, new [auditing] house specifically to provide a single comparable audit of business paper circulation." Last month, however, he said the most economical way to develop a single auditing organization was to stay within the framework of ABC and BPA.

Mr. Buzby commented that he could "see no reason to start a new audit. You need experienced, able people. ABC and BPA are both excellent audits with dedicated people. I see no reason why they can't get together some day." He added that "if you have many audits, you have to evaluate the audit" before you can judge its results.

Warm to Mr. Bond's suggestion but leery as to the makeup of a committee to discuss it was Richard Smith, president of W. R. C. Smith Publications, Atlanta, most of whose papers are BPA. He and Mr. Buzby felt that ABC is more oriented to paid circulation. A committee of ABC people "interested in business publications" is needed to meet with BPA people "who are all interested in business publications," said Mr. Smith.

■ Mr. Marsteller defended the ABC when he said the two business paper representatives on the 31-member ABC board were "not the only ones who have an interest in business papers." Members representing agencies and advertisers have an interest also, he said.

R. C. Jaenke, president of Penton Publishing Co., Cleveland, (all BPA) said the purpose of an audit is to "authenticate circulation claims made by a publisher."

Philip H. Hubbard, president and treasurer of Reinhold Publications, which, save one, are all ABC audited, added that audits also "try to help advertisers and potential advertisers evaluate the situation" so they can do a better job of buying space.

Mr. Smith and Mr. Hubbard both agreed that to get changes in business paper auditing, the advertisers were going to have to "holler" louder.

■ When asked for comment on Mr. Bond's remarks, Alan Wolcott, exec vp of Audit Bureau of Circulations, told Advertising Age that he thought ABC "would be willing to sit down and talk with any organization in the industry to explore the possibility of greater standardization of auditing practices."

BPA Chairman Howard Sawyer, commenting on Mr. Bond's suggestion, said while he "welcomed suggestions, BPA now offers an audit which, by and large, should be satisfactory to space buyers" by auditing both paid and free circulations. #

FCC to Ask Power to Enjoin, Impose Fines, Issue Orders

(Continued from Page 1)

vision of programming, which has been the subject of a lengthy and controversial hearing during the past two months (*see story on Page 6 and "In Washington," on Page 42*).

In its announcement today FCC also reported it is considering other recommendations made by the attorney general in his report to the President on deceptive practices in the broadcasting media (AA, Jan. 4).

The attorney general's recommendations also included: (1) more intensive scrutiny of past performance in connection with license renewals, including spot checks in depth to compare station performance with promise, and (2) rules requiring stations and networks to guarantee the honesty of their programs, with provisions calling for warrantees from program packages to cover liquidated damages.

■ The commission's announcement today said the First Amendment prevents it from dealing with an offensive program unless that program violates a specific law. The commission said it can review overall program balance, but this is a complicated and exhaustive process.

"Making reprehensible practices definite violations of law would permit the commission to apply to the court upon a proper allegation of fact for temporary injunction or restraining order, pending a public hearing," FCC said. "Increasing the power of the commission effectively to deal with frauds and deceits not heretofore specified in law would hurdle the present available defense that a person cannot be held accountable unless the complained-of practice is definitely and legally prohibited beforehand." #

Byrde, Richard Adds One

Morse Bougler, New York, manufacturer of incinerators, has appointed Byrde, Richard & Pound, New York, as its agency. Sanger Funnell, New York, formerly handled the account.

Newspaper Reps Hit 'Piecemeal' Release of Bell-Peabody Study

(Continued from Page 1)

most of the interviewees regarded newspaper selling techniques as poor, unimaginative and lacking in useful research data.

It appeared this week that newspaper representatives were privately unhappy over what they felt to be the "piecemeal release" of negative aspects of the Bell-Peabody report. One representative said the researchers and Sawyer-Ferguson-Walker should have released the report in its entirety "and let the chips fall where they may."

(Advertising Age's story on the study, for example, contained virtually all the material that was made available to this publication.)

■ Efforts by AA to obtain the complete report have proved unavailing. James L. Ferguson, president of S-F-W, said he was unwilling to release the entire report because some portions were of a "classified" nature. He added, however, that he had sent copies to Herbert R. Meeker, president of the American Assn. of Newspaper Representatives and of Scolaro, Meeker & Scott.

Mr. Meeker told AA that he had sent the report to directors and officers of the AANR and that "it was up to them if they wanted to make anything out of it."

Mr. Meeker said that "some wanted to forget it and some want to make a mountain out of a molehill."

■ Herbert W. Moloney, head of Moloney, Regan & Schmitt, issued a statement calling the report "shocking."

"To, in effect, issue a blanket indictment of an entire industry is shocking to me," he said. "No complete industry is ever perfect. You have poor advertising agencies and good advertising agencies, and you no doubt have weak representative firms, but you also have strong representative firms."

Mr. Moloney said his own company is respected through the industry as a constructive force and that it employs "80 well-paid salesmen," with a payroll of over $1,000,000 a year.

■ Both Mr. Moloney and Fred W. Pitzer, vp of Jann & Kelley and president of the New York chapter of AANR, cited the national sales force, a joint selling team of the AANR and Bureau of Advertising, as a constructive force in newspaper selling.

"More than a few, in fact many representatives, do an excellent job in selling newspapers constructively," Mr. Pitzer said. "And the representatives have become particularly effective in newspaper media selling work through their association, the AANR, and in their national sales force teamwork with the BofA and the Newspaper Advertising Executives Assn."

■ Warren Bahr, associate media director of Young & Rubicam, told Advertising Age that the representatives are "the last ones to blame" in the field of newspaper selling. He said it is up to the publishers themselves to improve the selling techniques of salesmen and representatives. #

Criticism of Reps Echoed by Study Made 15 Years Ago

New York, Feb. 3—Recent criticism of newspaper representative selling techniques, reported in Advertising Age last week, in many instances parallel conclusions made after a similar study nearly 15 years ago by a research team headed by Neil H. Borden of Harvard's graduate school of business administration.

After investigations into all aspects of newspaper selling, including the role of special representatives, the Harvard group published their findings in a 1946 volume, "National Advertising in Newspapers" (AA, March 25, '46). The study was sponsored by the *Boston Herald-Traveler*.

■ In chapters dealing with selling procedures of newspapers, the Harvard researchers cited conditions which, according to Messrs. Peabody and Bell, apparently still prevail in the business. As reported last week, major criticism of newspaper selling centered on unimaginative sales techniques, lack of useful research data and the low economic status of newspaper salesmen generally.

In their 1946 report, the Harvard researchers said the continued emphasis on competitive selling has resulted in a reaction by agency account execs and principals against seeing newspaper salesmen. These same agency buyers, the researchers said, might have been interested in the newspaper pitch if it were not for the "long continued emphasis on competitive selling," and if newspaper salesmen had "helpful information regarding markets and the use of newspapers on accounts handled" by the agency.

■ The researchers further asserted that newspaper salesmen, up to 1946, had been "inadequately equipped to give policy forming executives information or ideas regarding problems which these executives deem of interest and within the scope of their administrative action." They blamed most of newspaper salesmen's troubles on "penny-pinching" publishers unwilling to finance adequate research.

■ Furthermore, the report said the "imaginative, idea type" of salesman was "by and large an exception in the national newspaper field."

"Another possible reason for the lower rating given newspaper solicitors is that they have been paid less than salesmen of competing media," the report said. "Consequently, able men have been lost to these media or to other advertising or selling work."

Baker, Tilden Merges with Compton Agency

(Continued from Page 1)

its founders in 1954).

Mr. Baker will beome a senior vp and director of Compton and Mr. Tilden will become a vp. The two men will become members of a three-man executive committee which will rule on policy decisions for the Chicago office, with Mr. Tilden heading up the committee.

■ Dean Landis, vp and general manager of Compton's office, will continue in that capacity and will serve on the committee. Mr. Baker will head up creative activities, and Mr. Tilden will be in charge of broadcast activities of the merged agency.

Mr. Baker told Advertising Age that all employes of BTBB, about 50 persons, will move over to the Compton offices. Additional space has been leased to accommodate the combined operation. All of his agency's accounts, he said, also will make the move.

The Quaker Oats business moving to Compton includes Quaker Oats and Mother Oats, Quaker Puffed Wheat and Puffed Rice, Muffets Shredded Wheat and Ful-O-Pep feeds. The only other clients involved are Boyer Chemical Co., Evanston, Ill., and Squirt-Chicago Bottling Co.

■ Asked why they decided to merge their agency, Messrs. Baker and Tilden said they felt they could offer their clients better services via a merger with a larger agency like Compton.

Baker, Tilden began talking to Compton about merging last summer following the departure of Oscar Mayer & Co., which eventually chose J. Walter Thompson Co. as its agency. AA reported exclusively last December that the agencies were holding merger discussions (AA, Dec. 28).

In addition to BTBB, Compton has discussed mergers with two other Chicago agencies in the past few months, Mr. Landis said.

■ The move greatly strengthened Compton's Chicago operation, which had billings last year of about $4,000,000. Accounts handled out of Chicago include the Hotpoint division of General Electric; Hotpoint distributor advertising; International Minerals & Chemical Corp. (corporate ads); the Eversharp division of Parker Pen Co.; Morton House Kitchens; Schulz & Burch Biscuit Co.; Bunn Capital Co. and Perfect Circle Corp., which the agency added just last month. Compton currently has about $5,000,000 in billings (Perfect Circle bills $750,000).

Although BTBB lost only the Oscar Mayer account last year, 1959 billings were down sharply from 1958. Mr. Baker estimated that the agency had $5,000,000 in billings last year, as compared to $7,000,000 in 1958.

Other members of the BTBB agency who have been named vps of Compton include Clifford E. Bolgard, Harry A. Johnson, William C. Aiston, Cecil Barger, Rena Nelson and Robert W. Smyth.

Wherry, Baker & Tilden changed its name to Baker, Tilden, Bolgard & Barger last summer following the resignation of Mr. Wherry (AA, June 1, '59), who said he had "reached a point where I want to take a fresh look at things." He joined Campbell-Mithun last month as an account executive.

Harry D. Barger, another principal of the agency, left last July to join Wilson & Co. as manager of advertising and sales promotion. #

Self Rule for Ad Field Urged at ANA Meeting

(Continued from Page 2)

offensive in any way. Unfortunately, regardless of motive, there are those—and I certainly include myself in this group—who have been involved in decisions or recommendations for action which have resulted in justifiable criticism on the part of the public."

What's needed, Mr. Frost said, is (1) an increased sense of advertiser responsibility and (2) a stepped-up system of self-regulation. Otherwise the advertising business is faced with a loss of credibility to the public, and with the looming possibility of government regulation.

■ Mr. Frost went on to say that in broadcasting basic responsibility always rests with the broadcaster, but that there are advertisers who feel that they must have a participation in the shows that go out over their names, and that these advertisers have a great responsibility, to be exercised as a privilege, rather than a right.

In the tv commercial area, the responsibility is the advertiser's, and this is "the area where self regulation begins," Mr. Frost said. He pointed out that it would be helpful if advertisers could be certain where the FTC would draw the line of violation, and he asked if it wouldn't be helpful to develop machinery "for clarification of the commission's interpretations prior to the issuance of a complaint." He also urged that advertisers give themselves substantial margin for error—that they avoid the "lip of legality."

Self regulation in areas of good taste, he said, must acknowledge an obligation to the public and to other advertisers. He asked if "self regulation isn't the same thing as self interest," and he warned that continuation of present practices would lead only to deterioration of advertising investment value and to more government pressure and control.

■ These views were praised by FTC Chairman Earl Kintner. Mr. Kintner stuck close to previous speeches, making these specific points:

1. In his opinion, FTC has sufficient power to correct objectionable advertising, but is short of money for investigation and testing.

2. Advertising men would do well to clean their own house.

3. Advertising is too important to be deprecated by the few; what is needed is more advertising men who "play a safe margin of truth in their ads."

4. The troubles brought on by the tv quiz scandals are serious and long lasting.

5. Public complaints to the FTC about objectionable advertising have tripled.

6. FTC has asked for a modest $760,000 to help in intensifying its work in combatting deceptive advertising.

7. He specifically disclaimed any interest in FTC in (1) clearing advertising in advance of printing or broadcast or (2) expansion of the injunction power, which he said is adequate.

8. A strengthened FTC staff in prospect. Also, "a much harder look" at "delaying tactics used by some advertisers wherein they invite endless conferences about a questionable advertisement, just so long as the ad continues to ring up sales."

■ The chairman of the FTC took the opportunity to reply sharply to the suggestion first advanced by Rosser Reeves, of Ted Bates & Co. in an exclusive interview with Advertising Age (AA, Dec. 21) and later in a booklet. Without naming Mr. Reeves, Mr. Kintner quoted the agency man's notion that FTC requires a staff large enough to delve into various branches of nutrition, medicine, physiology, dermatology, dentistry, etc., then snorted, "Any reasonable person would have seen clearly the folly of this proposed course. If the FTC gets that many policemen for advertising, it has too many; the police state is not far away. And competitive free enterprise in the advertising industry will have been strangled."

And he decried Mr. Reeves' notion that self regulation will not work.

■ Mr. Kintner urged that since the "sins of advertising have been unfolded dramatically," that the reformation "also be given dramatic presentation."

He said the industry itself is best able to show that advertising is "through with condoning cheap and misleading tricks and has taken bold steps to assure against them.

"The only point I am trying to make is that your good intentions must be sincere and must be so presented that the public and the Congress will know that you are able and determined to bring about a new era of integrity in advertising," he said.

■ Other speakers on the program spoke for specialized parts of the advertising business:

• Gilbert H. Weil, general counsel to ANA, touched lightly on the question of the minor infractions FTC has so far been able to dredge up and presented a new ANA guide, "Legal Rules of the Road to Honest Advertising."

• Paul B. West, ANA president, reported that ANA's position on advertising and its reevaluation of advertising practice had met a good reception at the hands of government, the press and the public.

• Robert Kintner, president of National Broadcasting Co., after reporting that broadcasting had properly been criticized for the quiz show scandals, detailed the operation of NBC's new department of standards and practices (he specifically denied it is a police unit) and deplored growing attacks on Madison Ave.

• James T. Aubrey Jr., president of CBS-TV, reported that CBS is intensifying efforts to verify claims; that where possible a CBS representative will go to witness actual demonstrations and that elsewhere certified descriptions of the circumstances and procedures will be sought.

In areas of programming, he noted that advertisers are concerned with selection and placement of programs on the schedule, and with creative production. In CBS' judgment, the composition of the schedule is the network's responsibility. There's no feasible way to prevent advertiser participation in creation of programs by packagers. Within the network, the picture alters. News and documentary programs are off limits to advertisers, traditionally, and entertainment programs are on limits, provided the participation is not so inexpert or foolish as to impair the program. In the serious drama area, the CBS judgment is that an advertiser may participate, so long as his suggestions are constructive, but CBS will judge that. If an advertiser thinks a program element is detrimental to his product, and if the objection is well founded, the network will change the show if the change doesn't impair it, or will broadcast it without change, and without charge. If the objection isn't well founded, the show goes on and the advertiser is committed to his contract.

Mr. Aubrey went to some length to say he didn't think "the advertisers are the bad guys and the broadcasters the good guys"; that he regards their objectives as the same; and that both ought to be concerned with the "shallow and unjust misconception" that "advertising *per se* is evil."

• Donald H. McGannon, Westinghouse Broadcasting Co., reported on last year's fireworks in the NAB tv code, and reported that 75% of tv stations, with 80% of U. S. homes covered, are now code members.

• Gibson McCabe, publisher of *Newsweek* and chairman of Magazine Advertising Bureau, recalled for the admen that magazines' first duty is to their readers. He sketched the magazine rationale, which holds editors responsible for readers and lets advertisers buy space around the editorial core ("whether it is applicable to other media is not for me to say," he noted, politely).

He reported that MAB has formed a copy advisory committee in the Magazine Publishers Assn. and that it is composed of the MAB committee. This will permit any magazine to refer a question of copy to the committee, without being bound by the committee's advice (the publisher's right to accept or reject the copy is unimpaired) and to get a collective opinion on the copy promptly.

• John D. Thees, advertising director of the *New York Herald Tribune* and chairman of the national advertiser relations committee of the Newspaper Advertising Executives Assn., reported that a survey last year found that 219 newspapers rejected more than $8,000,000 worth of advertising which failed to meet standards of accuracy and taste. He called attention to newspaper retail advertising copy standards, and to the work of the newspapers in cooperation with the National Better Business Bureaus.

He commented that, with deadline pressure, newspapers cannot research every claim in an ad, explaining that the newspapers have to rely on reputable advertisers and agencies to submit reliable advertising, which he said, they usually do.

• Richard L. Scheidker, senior vp of the American Assn. of Advertising Agencies, appearing in the illness of Robert M. Ganger, chairman of D'Arcy Advertising Co. and of the Four A's, sketched the work of the Four A's copy interchange—the interchange of opinion on objectionable advertising—and of the organization's copy code, which recently has been revised and strengthened, particularly in television areas.

In summary, said Mr. Scheidker, "We believe that the small but persistent amount of advertising in bad taste and objectionable to the public is a continuing threat to confidence in advertising. We believe in vigorous self regulation. We intend to continue to require of each agency elected to the Four A's that it tell how it operates in relation to our standards of practice, including our copy code.

"We will continue to seek ways to expand and strengthen the Four A's interchange . . . We are prepared to take action if there is a serious complaint against a member and he does not give a satisfactory answer." #

Cervantes Du Pree Varges Tonserth Pontoja

MEXICAN HOLIDAY—*Mrs. Dorothy Tonserth, president, Women's Advertising Club of Portland, Ore., greeted Mexican musicians and dancers at the Jan. 28 meeting. Seven Mexican musicians and dancers with Daniel Du Pree of the Mexican Government Tourist Department are on tour of Pacific Coast advertising clubs to publicize the Advertising Assn. of the West 1960 convention in Mexico City June 26 to 29. Musicians and dancers shown here are Oga Cervantes, Moises Varges and Antonio Pontoja.*

FTC Stigmatizes Reputable Advertisers as 'Snatchers of Crusts from Orphans': Weil

New York, Feb. 2—Gilbert A. Weil, counsel to Assn. of National Advertisers, today told the special ANA conference:

"The record bears out that we have done a most respectable job of keeping our own houses in good legal order.

"For an entire month at the end of last year, the Federal Trade Commission monitored radio and television commercials on a 24 hour a day basis. Anyone who knows the FTC will know that it approached that assignment vigorously and competently.

"Yet it does not appear that the commission's intensive and microscopic scrutiny has uncovered a great deal of malfeasance, judging from how little corrective action has been initiated in comparison with the great bulk of advertising which was reviewed. Even the relatively few advertising practices the commission itself has seen fit to question as the result of its search, would not, I believe, strike one who views them with a fair sense of perspective, as being particularly horrendous.

■ "And, don't forget, so far all the publicity has been over the accusations. We haven't heard the other side of the stories yet. Even those complaints the commission has issued do not question the basic merits of the products involved, or deny their true ability to live up to the advertising claims made for them. Rather the controversies focus upon narrower questions as to the fairness or lack of it involved in certain dramatic, illustrative and production techniques for the video screen. Many of these complaints may be more quibble than substance.

"The lighter lights and the darker darks at each end of the spectrum have been pretty well taken care of by now to the point where for the past several years national advertisers and the FTC have come into conflict with each other essentially only in the more subtle grey areas in the middle of the scale.

"There the controversies tend to center upon delicate nuances and finely drawn technicalities, and since the advertisers who are involved feel certain that they have acted with moral righteousness, the emotional tempest often tends to rage in factual teapots.

■ "Our violations, if they exist at all, are at most the hyper-technical legalism, and no basic or moral fraud is involved; it seems unduly harsh for essentially honorable and reputable companies to be branded in the public press as though they would gleefully snatch crusts from orphans and pennies from widows.

"I think that's the nub of most of our dissatisfaction with the government's press releases. It simply does not seem that the caliber of the activities that give rise to some government complaints against national advertisers these days warrants the handling of press release and press conference techniques, in which many governmental agencies and even members of Congress have become so professionally adept, and which leave the advertiser damned in the public eye even after the complaint against him ultimately turns out to have been either totally unwarranted or picayune.

"Self regulation is indeed a program which merits consideration by more than just the advertiser."

W. F. Young Broadens Absor'Breath Tests; Sets Newspapers

Springfield, Mass., Feb. 3—"Carry a clean breath with you" is the basic advertising theme behind the test marketing of Absor'-Breath, a pre-measured mouthwash in individual cups (AA, Feb. 1).

W. F. Young Inc., maker of Absorbine, launched the product in Syracuse in December and in Omaha and Columbus last month, using the above theme and a punch line: "No once-a-day method gives all-day protection."

Advertising has been basically television to date, but newspaper pages will be used in a new market to be entered in the near future.

■ Winford-Wulff & Associates, Springfield, is the agency for Absor'Breath. Advertising Age incorrectly stated in a late news flash last week that J. Walter Thompson Co. was the agency. JWT handles only the Absorbine brand.

Absor'Breath is an antiseptic powder, pre-measured into individual 1½ oz. folded paper cups. The consumer need add only water, then rinse or gargle. There are three cups in a portable pouch and four pouches—12 mouth washes—to each box, which sells for 59¢. The product concept is basically convenience, for use at home or away, eliminating unsanitary bathroom glasses. #

Harrington Names Rashbaum

Maurice Rashbaum Jr. has been promoted from sales executive to the new post of vp in charge of research and promotion at Harrington, Righter & Parsons, New York, tv station representative.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

ARTIST

Layout and finished-figure artist needed. More interested in finished work than layout. Must be experienced. Salary open. Contact and/or send resume to **W. B. Houck, Houck and Company, Inc., Advertising, Roanoke, Virginia.**

WE WANT A TOPNOTCH SENIOR WRITER

One with gumption and spark to take on overall creative responsibility on major consumer, industrial and farm accounts. Position offers challenge, opportunity and growth potential in a 10 million dollar agency located in downstate Illinois. Must be idea man. Salary commensurate with ability. Excellent profit sharing and insurance plans. You'll live 10 minutes from work in a pleasant community. Send complete resume to **A. J. Bergsaker, Director Creative Personnel, The Biddle Company, 108 East Market Street, Bloomington, Illinois.**

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

Advertising Agency wants alert, attractive young girl with Media experience as secretary to president. Salary open. Phone **Ar-6-5600 (Chgo.) Miss O'Kelly,** for appointment.

COPY DIRECTOR

Fast growing Louisville agency has opportunity for experienced man or woman creative copy director. Financially sound agency staffed with twenty-two people; two million billing. Accounts—food and diversified. Reply in confidence with samples. Salary range—$7,500 to $10,000.

Box 3367, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Account executive—Key position being readied for young man with strong creative drive, planning and marketing ability. Small established Richmond, Va. agency. Sizable challenge; bigger future. Send resume, photo if possible. Salary open, plus bonus arrangement. Staff aware of this ad. Write

Box 3368, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALESMAN WANTED:

Young single Advertising Salesman. Free to travel midwest territory for long established, high prestige publisher. Prefer advertising or sales experience. Commission and all travel expenses.
Write to: Payson H. Ryan, Ingalls Bldg., 6 E. 4th St., Cincinnati 2, Ohio

COPYWRITER—TOP FLIGHT

Dynamic women's specialty store with headquarters in Chicago seeks a top flight copywriter and divisional ad manager. The gal we want has a feeling for words, a flair for showmanship and must respond to and be stimulated by the drama and excitement of a fast-paced retail operation. Salary commensurate with ability. Send complete resume of background which must include retail fashion or agency experience; also salary desired. Reply in confidence. Our organization knows of this ad.

Box 3371, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED PERSON TO HANDLE COMPLETE ADVERTISING STORE PROMOTIONS AND DISPLAY, ETC. FOR CHAIN OF SMALL DEPT-STORES. OFFICES IN ST. LOUIS. WRITE: H. N. CARP, 920 WASHINGTON ST., ST. LOUIS, MISSOURI, STATING FULL BACKGROUND, QUALIFICATONS, AND SALARY.

ACCOUNT EXEC FOR SO. FLORIDA AGENCY

The man we are looking for CAN do everything, although primary responsibilities will be account service and new business. Bringing billing with you not important, proven ability is. You're 35-45 years old, employed, anxious to be substantial owner of thriving agency. The right man will have that chance here. We're in Miami area, but NOT on the hotel-resort merry-go-round. Reasonable time to join us, of course.

Box 3369, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION & ADV. PRODUCTION

Responsible position on rapidly growing trade publ. in Evanston, Ill. Exceptional oppty. in newly created job. Complete supervision of record system, reporting directly to top mgt. College trng. and exp. desirable. Salary open. No relocation considered. **Mr. Uchitelle,, Supply House Times, BR 3-2787.**

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

TO A YOUNG MAN WHO WRITES CRISP, SPARKLING SELLING COPY

If you are a young fellow who likes to write crisp, sparkling copy that sells hard . . . and has proved he can do it . . . and is looking for the big opportunity . . . there's an opportunity in a 4-A agency to tackle complete campaigns from the national and trade advertisements to the promotion programs that sell the salesmen and trade. Write enclosing 2 or 3 typical samples and basic facts about yourself . . . to

Box 3370, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMMERCIAL ART SALESMAN

to sell complete collateral Advg package from idea to printing for firm that has all the facilities & know-how **MI 2-6402 (Chgo)**

LIKEN EMPLOYMENT SERVICE

Specialized & confidential Placement
of
Advertising, PR & Marketing Personnel
Trainee to Executive Level
EXpress 1-1866 Keenan Bldg Pgh. 22, Pa.

SUBSCRIPTION PROMOTION ASSISTANT

An old, established magazine publishing company with quality line of magazines, is looking for a young man with ambition, ideas, a talent for circulation promotion copy and some magazine subscription experience. Position offers good training, excellent chance for advancement, salary commensurate with ability and a real challenge to the creative mind. Sell yourself by direct mail when applying to

Box 3372, ADVERTISING AGE
630 Third Ave., New York 17, New York

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

POSITIONS WANTED

Do you need a man to direct Advertising, sales promotion and marketing activities for food, bev., biscuits, candy, office equip. & supplies? 13 yrs. exp. for major firms. Consumer & trade ads, P-O-P, nat'l plans & campaigns. Broker & Retail distr. Budgets-Forecasts-New Products. Art, copy, layout, production. Young, married. $9-10M.

Box 3373, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING TRAINEE

College graduate, 26, married, some experience in advertising, sales promotion, desires trainee job in advertising. Willing to start at "bottom of the ladder" for job with a future. Will relocate.

Box 3374, ADVERTISING AGE
630 Third Ave., New York 17, New York

FARM AD MAN

If you're looking for a man with agency management, acc't executive and copy experience who knows feed lot farming, write:

Box 3375, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Twenty years experience in writing, selling, sales promotion, marketing, merchandising. Seeking position at marketing and/or sales management level where above background and experience can be fully utilized. Would like opportunity for interview and submission of complete resume.

Box 3376, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS—PUBLICITY

Young man (29) M.S. Public Relations—Advertising, seeks challenging position. Employed by small division of major electronics firm. P/R, publicity, house organ, employee services. Versatile.

Box 3377, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHEMICAL ADVERTISING EXECUTIVE

Fifteen years highly productive chemical marketing experience, advertising, sales promotion, including field sales, district sales management, marketing research. Formulated policy, objectives, planned, executed national advertising, sales promotional programs, handled public relations, publicity, exhibits, agency relations, managed staff, budgets. B.Ch.E. Age 37. Married.

Box 3378, ADVERTISING AGE
630 Third Ave., New York 17, New York

RESEARCH DIRECTOR EXPERIENCED FIELD DIRECTOR

Seeks spot with N.Y. agcy. Will consider top-notch design or analyst position. Available now.

Box 3379, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Commercial Production Supervisor experienced in producing live, film & tape commercials for national advertiser desires position with progressive agency. Seek challenge and opportunity with responsibility in agency production. Excellent references. College graduate. Resume upon request.

Box 3380, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ass't Acc't Executive or Adv. Mgr. Almost there. Account & creative b/g

Box 3381, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinoi

ART DIRECTOR

'just right' resume & 'just right' price

Box 3382, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

BOOK-KEEPER—FREE-LANCE

Full charge including tax reports, P&L. Full charge including tax reports, P&L. Wide media and production knowledge from long agency experience. Excellet references. Prefer only 2 or 3 days per week. **Mrs. A. E. Kendall—664 N. Dearborn—Chicago WHITEHALL 4-5444**

CREATIVE COPYWRITER

References and experience. Planning, writing, production follow-thru, all media. Relocated NYC, ready to work Write

Box 3383, ADVERTISING AGE
630 Third Ave., New York 17, New York

THE RACE IS TO THE SWIFT: Young (25), experienced copywriter in rush to escape cozy but stultifying cul-de-sac. Bright, sometimes startling, always professional copy. Prefer, N.J., N.Y., or N. Engl. Med or large agency or mfg.

Box 3359, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE INDUSTRIAL COPYWRITER

Genuine talent for fresh, effective copy. Metro N.Y. agency exp, diversified accts., own agency 6 years. Excellent on electronics, tech. subjects & engineering semantics. Commute Princeton, N. J., $7800.

Box 3384, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING DESIGNER SEEKS FREE-LANCE ACCOUNT EXPERIENCED

in retail and consumer products. Will design to sell.

Box 3385, ADVERTISING AGE
630 Third Ave., New York 17, New York

Copywriter—Imaginative and Versatile

This writer offers your Ad Agency a total of six years of merchandise-moving copy developed in consumer print, TV, sales promotion (all phases; retail, industrial).

Box 3386, ADVERTISING AGE
630 Third Ave., New York 17, New York

SEND TODAY FOR FREE RESUME

of hot shot Sales Promotion Mgr. with 8 yrs. exp. Real "Sales-Getter" with good company spirit. Heavy Direct Mail background. Interest: Chicago Retail or mfg. or small company ad mgr. Single, female, 33, college grad.

Box 3387, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

PUBLISHER'S REPRESENTATIVE

REPRESENTATIVE FOR SIXTY YEAR OLD CONSUMER MAGAZINE.
DETROIT, TOLEDO AND EASTERN MICH. DETROIT RESIDENCE AND PREVIOUS SPACE SALES EXPERIENCE ESSENTIAL. SALARY, BONUS AND EXPENSES. SEND RESUME.

Box 3362, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

PUBLISHERS!

Rep available immediately for 8 Midwest states. Trade or consumer publications.

Box 3388, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONQUERING S P A C E

in our language, is still synonymous with the old-fashioned, producing kind presently sold by our progressive organization to over 400 active, diversified accounts. Additional Eastern Seaboard representations of trade or financial magazines and directories invited on a strict commission basis.

Box 3389, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

Copy Preparation Shop—established 30 yrs. Rated A1—Top Accounts—Highly Skilled Personnel—$100,000 plus annually—exceptional opportunity—Chicago Loop. Illness forces sale.
The Typecrafters—22 W. Madison St. Chicago 2, Illinois—CEntral 6-9053.

PARTNER

Well known diversified POP display firm, seeks experienced creative salesman or broker, with top flight contacts. Opportunity to share interest with sole owner.

Box 3233, ADVERTISING AGE
630 Third Ave., New York 17, New York

HARDWARE PUBLICATION

Established national trade journal. Apply for quick sale.

Box 3390, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHING COMPANY

Two well established trade publications grossing $250,000—netting well over $50,000. Owner wishes to retire. Principals only.

Box 3391, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE

To join young, enterprising ad agency concentrating on fashion and home furnishings clients. Must have at least 5 years experience as AE — possess real marketing and merchandising skill. Give full details previous agencies, clients, schooling, age, salary range. Rare opportunity for right man. Immediate opening N.Y. area residence only apply. Write to Box 891, Advertising Age, 630 Third Avenue, New York 17, N. Y.

OPPORTUNITY IN OUTDOOR ADVERTISING

Current expansion in the nation's fastest growing outdoor advertising company has created excellent opportunities for salesmen in three Naegele Markets.

Knowledge of the medium and an ability to put it to work in behalf of our clients essential.

Younger men with management potential preferred.

Send confidential inquiry to **Charles B. Burkhart, President, Naegele Advertising Companies, Inc., 4550 West Wisconsin Avenue, Milwaukee 1, Wisconsin.**

DO YOU CONTROL BILLING AND WANT TO SHARE IN THE GROWTH OF A NEW AGENCY?...

We are in the process of forming a new Chicago agency of aggressive, top talent people. Excellent capital with complete marketing and creative services will enable us to offer clients the best in advertising immediately.

If you are a man or a small agency that controls billing and would like to *share* in the physical and financial growth we would like to talk to you. Contracts will be negotiated with those selected. We are *only* interested in men who are looking for growth—hard work—additional income. All inquiries and negotiations held in strictest confidence. Write complete details to Box 935, Advertising Age, 200 East Illinois Street, Chicago 11, Illinois.

ARE YOU THE YOUNG BLOOD OUR COPY DEPT. NEEDS?

We need a woman—or a man—with enough experience to know how hard it is to write good copy. We're looking for a writer willing—and able—to turn out anything from an off-beat radio spot to a straight-down-the-line trade mailer. We'll hire someone who's still a year or so away from a 5-figure salary, but who has enough talent and drive to make it to the top—as a writer.

The job we have is writing radio-TV-print for food and package goods—for the kind of clients you expect to find in a 4-A medium-sized agency (Chicago). Send complete resume, please, to Box 927, Advertising Age, 200 E. Illinois St., Chicago 11.

MARKETING RESEARCH MANAGER

A challenging position for man with proven record of successful accomplishment in food field.

Will work under Marketing Director with responsibility for gathering and evaluating all types of marketing information at both consumer and trade levels. Must be perceptive and analytical with experience in preparation of market research proposals and reports.

Preferred experience background would be with Food or Grocery manufacturer, research department of advertising agency handling food accounts, or recognized market research organization.

Prefer college graduate with Marketing degree. Cleveland location. Send complete resume of qualifications and salary requirement. Replies confidential.

DURKEE FAMOUS FOODS
DIVISION OF THE GLIDDEN COMPANY
Attn: R. G. McKay, 900 Union Commerce Bldg., Cleveland 14, Ohio.

ATTENTION ADVERTISING AGENCIES

If you place international advertising, or otherwise need the services of a translator, I can provide expert French translations for you, with native fluency.

Please contact:

Jeanne de La Barthe
6165 North Winthrop Chicago SH 3-8900

2-MAN TV TASK FORCE

Able writer-planner and inventive producer, rated tops at giant agency, Midwest office. Now want Los Angeles agency. Outstanding with VTR commercials, regional clients, regional budgets. Quick-result professionals; best TV talent you can buy.

Box 932, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE WILL SUPPLY CAPITAL

We are interested in investing in small and medium size agencies with growth potential on a non-participating basis.

If you are an account man and wish to open your own agency we will supply the capital on a non-participating basis.

We are interested only in agencies operating in the South-east. We are interested only in agencies who primarily handle industrial accounts.

This arrangement will be mutually profitable to both parties.

If you are interested reply to the box number listed below. We will contact you with details.

Box 919, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

DON HARRIS NEEDS:

ASST. ADV. & SLS. PROM. MGR., big food co. Marketing-minded. 15M
SR. SLS. PROM. WRITER, heavy appliances. 14M
MEDIA DIRECTOR, regional headq. big-name agency. Print & broadcast. Effective with clients. 14M
MKTG. & SALES RESEARCH EXEC., big consumer durables co., with mktg. ambitions. 12-13M

MONARCH PERSONNEL
DON HARRIS, Director
Advertising and Marketing Division
28 E. Jackson Blvd., Chicago
WAbash 2-9400

BEAUTIFUL 13½ ACRES Hilltop Estate overlooking unsurpassed Valley view and adjoining Golf Course and Country Club. 4,000 sq. ft. designed for genteel family living. 4 bedrooms, 2¾ baths, large liv. rm., spacious lanai, expansive mahogany and marble den. 3 car garage with maid or hobby room. Luxurious practical furnishings. Family orchard and space for horses. Unusual buy, first mortgage of $40,000 available. Twenty minutes from civic center. Physician owner, ED 2-4953. 2832 Larkhill Drive, West Covina, California.

ADVERTISING SALES MGR. to $15,000+

Old-Line Publisher of consumer magazines seeks man capable of supervising limited national sales force and small clerical staff. Should have strong exposure to advertisers and agencies. Must possess B/G in space sales supervision. Can headquarter in East or Midwest. Age to 55. Splendid growth opportunity. For confidential representation, contact:

GEORGE E. PYLKAS
Manager—Advertising Division
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago 2, Illinois
Financial 6-9400

GOOD INVESTMENT FOR AGENCY OR MANUFACTURER

Presently vp. adv-mktg. for small food prod. mfg. Would like to take this experience (plus chain and wholesale sales) back to agency field. This, coupled to bedrock background in mail order, plus 4A agency experience on variety of consumer goods accounts as writer, researcher, acct. exec., could really pay off for agency in acct. exec. or supr. spot. In 30's married, currently 20m range. Stay Chicago or go L.A. or S.F. Box 928, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Better Jobs and Lower Fees

CREATIVE COPY DIR. consumer	20-30M
V.P. MARKETING consumer	25-35M+
AD. DIR. food-agency & co.	20M
MARKET DIR. packaging mfgr.	to 25M
A. E. know grocery field	10-15M
SALES PROM. hard goods	10-12M
AD. MGR. dept. stores	9-15M
MEDIA MGR. heavy T.V. exp.	10-12M
MARKET RESEARCH Ph.D. Statistics	9-10M
AD. DIR. consumer hard goods	12-15M
A. E. heavy copy b/g	10-12M
COPY SUPERVISOR hard lines	7-8M
COPY WRITERS (2) female-T.V.	9-15M
P.R. MGR. industrial agency	8-9M

Send 2 complete resumes to us for confidential handling

WALKER
83 So. 7th St., Minneapolis 2, Minn.

EXPERIENCED NEWSPAPER PRESENTATION WRITER

A responsible opening has been created for an experienced advertising presentation writer in the promotion, public relations and research department of this major (500,000 circ.), Mid West area newspaper—leader in strongly competitive market. Requirements include absolute professional competence and personal stability; broad educational background; ability to translate market data into intelligent, creative sales presentations; knowledge of production requirements for chart and slide film; brochures and folders. This is an important staff position with definite administrative potential. Salary is open. Include personal data professional experience and present salary in letter to:

Box 911, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE DIRECTOR

Preferably someone with experience in fashion and/or home furnishings. Must be gifted with extensive, sensitive vocabulary. Must be able to doodle alone or with Art Director, create imaginative off-beat ads in which graphic art and copy are closely fused. In short, an idea person who wants to join a lively young agency that's going places. This is no post for an eager-eyed tyro. We want to see a portfolio of work revealing a trained, seasoned mind with lots of know-how and flair. For the right person, this is a genuine opportunity to demonstrate talent. Immediate opening N.Y. area residence only apply. Write Box 890, Advertising Age, 630 Third Ave., New York 17, N. Y.

ADVERTISING AGENCY ACCOUNT EXECUTIVE —(INDUSTRIAL)

The man we are seeking is a seasoned, mature, poised individual, age 30 to 45 or possibly older, capable of servicing important accounts above a mediocre routine level.

Mechanical aptitude, diversified experience and knowledge of industrial and construction markets preferable to highly technical specialization in a narrow field. A capable creative man in his own right, he must know how to use staff support in this and other phases of a well-equipped modern agency operation. This is a job with a future for a man with a future. Location: Midwestern advertising center (not Chicago).

Write fully, telling us why you are the man we should interview. Replies will be treated in strict confidence. Our own people know of this advertisement. Write Box 934, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ADV.—SALES PROMOTION INDUSTRIAL POWER TOOLS

Asst. to Sales Prom. Mgr. of progressive Chicago mfr. on N.W. side. College deg., completion of military experience reqd. Exp. in planning, writing and printing production of catalogs, direct mail, publicity, displays, etc., work with ad agency on trade ads and publicity. Age 24-30. Send resume with age, education, job-salary history—incl. detail of responsibilities and job objectives.

Box 936, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

LEAP YEAR SPECIALS!

ACCOUNT EXECUTIVE .....to $20,000
Strong B/G in light & heavy industrial products & capital goods. Must be effective copy writer in print.

MARKETING MANAGER .....to $10,000
Versatile B/G in consumer goods & light industrials. Should be versatile in print & broadcast media.

T/V—RADIO WRITER .....to $11,000
Versatile in live & filmed spots plus radio. Midwest Agency.

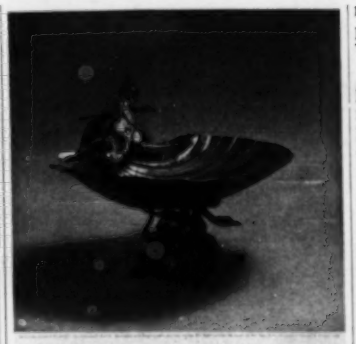
COPYWRITER $10,000
Print & broadcast. B/G in food or related grocery items. West Coast Agency.

MERCHANDISING DIRECTOR ...to $25,000
Top-drawer B/G in Food or related consumer products. 4-A Midwest Agency.

SPACE SALES & EDITORIAL TRAINEES .....$400-$700 mo.
Degree or some college necessary.

For these and other "Leap Year Specials", contact me in confidence.

GEORGE E. PYLKAS
Manager—Advertising Division
CADILLAC ASSOCIATES, INC.
29 East Madison Building
Chicago 2, Illinois
Financial 6-9400



"Genius is an infinite capacity for taking pains"

"The Shell Companies"

SHELL SERIES—*This color page in February issues of five magazines is the first in an institutional campaign for Shell Oil Co. Each ad will feature works of art based on the scallop shell which serves as Shell's trademark. Kenyon & Eckhardt, New York, is the agency.*

Benjamin Eshleman, Veteran Philadelphia Adman, Dies at 75

VILLANOVA, PA., Feb. 2—Benjamin Eshleman, 75, vp of Doremus-Eshleman Co., Philadelphia, died Jan. 28 of a heart ailment at his home here.

Born in Lancaster, Pa., Mr. Eshleman was graduated from Haverford College in 1905 and joined the sales department of Smith, Kline & French Laboratories, Philadelphia. During World War I he served in the Army quartermaster corps.

Later he was on the Philadelphia sales staff of General Outdoor Advertising Co. for a number of years. In 1930 he organized his own agency, Benjamin Eshleman Co., and served as its president until it was merged in 1953 with the Philadelphia office of Doremus & Co., New York.

Mr. Eshleman was active in Republican politics in Philadelphia for many years. His nephew, Frank, is a vp and account executive of the agency.

CHARLES A. NOTZ

CRYSTAL LAKE, ILL., Feb. 3—Charles A. Notz Sr., 53, died Jan. 9 in St. Joseph's Hospital, Elgin, Ill., after a long illness. He owned the Ace Showcard & Display Studio here for 15 years before selling it in 1953 because of ill health.

Before purchasing Ace, Mr. Notz worked for the company from 1927 as a lettering artist. His son, Charles A. Notz Jr., operates Notz & Associates, his own advertising agency here.

MICHAEL FRONTCZAK

BRONXVILLE, N. Y., Feb. 3—Michael J. Frontczak, 50, a member of the retail advertising department of the *New York Herald Tribune* since 1958, died Jan. 25 at Lawrence Hospital. He was a graduate of the University of Notre Dame and served in the Air Force in World War II. Before joining the *Herald Tribune*, he had been with the *New York World-Telegram & Sun* and the *Daily Mirror*.

ROY C. PARRISH

DECATUR, ILL., Feb. 3—Roy C. Parrish, 75, a newspaper advertising man for 55 years, died here Feb. 2 in Decatur-Macon County Hospital. Mr. Parrish was part owner and manager of advertising of the *Decatur Herald* from 1901 to 1930. From 1930 to 1956 he worked in the advertising department of the *Illinois State Journal*, at Springfield.

Hardy to Meldrum & Fewsmith

Bruce Hardy, formerly media director of McCann-Erickson, Cleveland, has joined Meldrum & Fewsmith, Cleveland, as associate art director. He succeeds Arthur E. Earley, who has moved up to director of the marketing services group (AA, Feb. 1).

Ayer Moves N. Y. Office

The New York office of N.W. Ayer & Son has been moved to 1271 Ave. of the Americas in Rockefeller Center, where it will occupy the entire 11th floor of the building. The move will put all of Ayer's New York operation under one roof.

NATIONAL SPORTS MAGAZINE

Exclusive in its field with solid future. Need additional Capital for coming season. Will consider offers of sale.

PER-ZELL, INC.
P. O. #947, Sherman Oaks, California
PO. 2-3004 Phone

Our 49th Year

MKTG. SERVICES DIR.	$12,000
TV-RADIO WRITER.	$10,000
TIME-BUYER—Radio-TV.	$12,000
ALL MEDIA-BUYER.	$10,000
SALES PROM. WRITER, electrical appliances	$12,500
YOUNG COPYWRITER, man or woman, consumer-indus. copy.	$7,000
MANAGER, copy, print, art and TV production.	$25,000
MEDIA-woman typist.	$450

GLADER CORPORATION
110 S. Dearborn, CE 6-5353

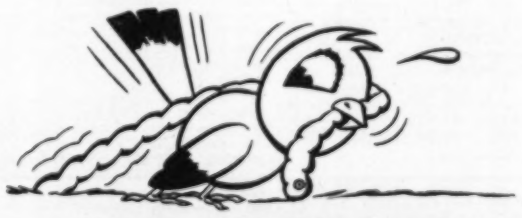
PUBLICITY may sell products...
...we aim to do
MUCH MORE

Public Relations can raise stock prices; mold opinions, set trends, and—yes—increase sales. If you are a company (or an agency handling a client) with a PR problem, contact us. The unusual—cultural, sports, scientific interests—also invited. Efficient PR agency working with you can offer more than extra persons on your payroll. Complete programs or specific projects. Box 937, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

PRODUCT MERCHANDISING ASSISTANT

Here's an opportunity for a man with creative ability and imagination to handle aftermarket product line promotion for a large automotive parts manufacturer. Duties involve creation of printed material, catalogs, direct mail programs, dealer sales aids, meeting scripts, etc., for rapidly expanding line. Age 25-35 with 3-5 years' experience promoting products sold through specialized distributors and jobbers. Location 100 miles radius of Chicago. Send resume in confidence with salary requirements.

Box 933, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.



BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 177,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size, and frequency apply.

I am enclosing $_____

My Name _____

Street _____

City _____ Z___ State _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

BE SURE YOU'VE COMPLETED THE PICTURE IN MEMPHIS!

by
Bert Ferguson
Exec. Vice-President,
WDIA

Ever try to fit together the pieces of a tricky jigsaw puzzle—only to find there's a piece missing? Think of the Memphis Market as a jigsaw puzzle . . . and just think what would be lacking in sales if you were missing 40% of this big market!

That's just what's happening to you in Memphis—if you're not on WDIA! Because here in America's 10th largest wholesale market, Negroes make up over 40% of the population! And . . . only WDIA sells the Negro buyer!

That's why—no matter what your advertising budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar *must* go to WDIA! Otherwise, you're missing 40% of the market—40% of your potential sales!

WDIA Is An Advertising Force!

How can WDIA command such sales responsive listenership? There are many reasons! WDIA-Memphis was the first radio station in the country to program exclusively to Negroes. *WDIA is America's only 50,000 watt Negro Radio Station*—only 50,000 watt station in the Memphis area! And above all . . . WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

WDIA's all-Negro entertainment staff commands the Memphis Negro's loyal listenership—through a unique triple-threat combination of powerful personal appeal, hard-hitting salesmanship and exclusive Negro programming. What's more, WDIA has become an integral part of its listeners' daily lives, by active service and civic leadership.

Big Market—Big Buying Income!

And WDIA's powerful salesmanship adds up to big sales for *you!* WDIA reaches 1,528,364 Negroes. The biggest market of its kind in the entire country! They have added up earnings of $1,018,000.00 per year. And they spend an average of 80% of this big income on consumer goods!

What's more, when the Memphis Negro buys, he buys in quantity! Check the list of food and drug commodity sales . . . you'll find impressive percentages all down the line! Negroes buy 38% of all the fruit juices sold in Memphis . . . 44.4% of the mayonnaise . . . 51.5% of the toilet soap . . . 54.2% of the shortening . . . 47.8% of the sugar . . . 42% of the toothpaste.

This is a market you can't afford to miss. And these are sales you can make only with WDIA! Negro newspaper and magazine readership is low in Memphis. Television ownership is low. And you don't reach the Memphis Negro with any other radio station because—as we've already established—he listens first and foremost to WDIA!

No wonder WDIA consistently carries more national advertisers than any other radio station in Memphis! To name just a few:
NABISCO . . . WONDER BREAD . . . PROCTER & GAMBLE . . . BORDEN INSTANT COFFEE . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

It's true—you can't sell the Memphis market without WDIA! We'd like to show you how WDIA can complete *your* selling picture! Why not write us today for facts and figures!

Top Rated by All Audience Surveys for Ten Years!

WDIA is REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President
ARCHIE S. GRINALDS, JR.
Sales Manager

Advertisers Have Obligation to Public, Other Advertisers: Frost

Don Frost's remarks this week to the special membership meeting of the Assn. of National Advertisers form part of a news story that starts on Page 2 of this week's issue.

But because of the importance of what Mr. Frost had to say, ADVERTISING AGE presents below virtually the full text of his statement:

Advertising has done, and is doing, an outstanding job of communicating the story of American business and American products to the American public. Ours would not be the consumption economy that it is—we would not have a gross national product of one-half trillion dollars on the immediate horizon—if the goods and services of industry were not being promoted extensively and effectively.

And just as advertising is doing an outstanding job, I am sure that by far the vast majority of national advertising today in all media is honest, is not deceitful or misleading, is not misrepresentation. With this I believe Chairman Kintner will agree.

And I am equally sure that the vast majority of advertising men and women approach their tasks with as high a sense of ethics, taste, morality and dedication to the public welfare as is true with any part of our business, professional or political community.

Just as we are aware of our accomplishments, so must we be aware of our shortcomings—and be prepared to take steps to overcome them. For it must be clear that there are those involved in various aspects of advertising whose actions have cast discredit or disfavor on all advertising in the eyes of the Government and the public.

With some, these actions may have been intentional. Others may have justified themselves on the basis of competitive pressures. Others may have felt sincerely that their actions would not be offensive in any way. Unfortunately, regardless of motive, there are those—and I certainly include myself in this group—who have been involved in decisions or recommendations for action which have resulted in justifiable criticism on the part of the public.

Therefore, it would appear that if all advertising is not to suffer, what is called for is:

First—an increased sense of responsibility on the part of the individual advertiser, and

Secondly—a stepped-up system of self-regulation within the industry whereby advertisers will be assisted in the evaluation of their activities.

For if we do not take such action on an individual as well as on an industry basis, we are faced with the consequences in two important areas.

Devaluation by Disbelief

The first of these is in the area of advertising's stature and credibility in the eyes of the public. Anything which tends to undermine this stature and credibility can result only in impairing the effectiveness of all advertising and a further de-evaluation of the advertising dollar.

This is the problem which is of major concern to our managements today. This has to be our major concern as advertising people as well. There are already enough factors at work along these lines—the pressures of inflation, increased competition for the attention of the public, the rising costs of doing business which apply the vise we know so well on company profits and the promotional dollar.

Is it not unwise, then, for us to contribute further to this erosion through any actions of our own?

Secondly, we must realize that if we in advertising do not make every effort to regulate ourselves we will find ourselves being regulated—regulated through new and more restrictive legislation on the part of Government. . . .

Let us look at these areas in the light of our own individual responsibilities.

In regard to programming, the basic responsibility rests—and must always rest—with the broadcasters. Nothing goes out over the air waves unless it goes over their systems of transmission. On the other hand, there are many advertisers who feel with substantial justification that it is important for them to have a voice—a participation—in the programs which are presented in their names. The extent of this participation, of course, varies from advertiser to advertiser—from program to program.

To the limited group of advertisers who exercise such participation, the responsibility is great. The air waves belong to the public. Their use is extended to the advertiser as a privilege rather than a right. It is a privilege to be guarded with zeal.

The majority of national advertisers who have been involved with programming have made important if not vital contributions to the medium. In fact, in the brief ten years in which television has become a major communications medium, the broadcast industry and the advertisers have made tremendous strides—tremendous strides that have, generally speaking, served the best interest of the public.

On the other hand, if those advertisers who so desire are to continue to influence program selection and format—they cannot do so without primary regard for the public interest. And, in the long run, they must respect the fact that the final voice on program content must be that of the licensee—the broadcaster.

But when we get into the area of television commercials and into the broader question of advertising's acceptability and credibility, the major responsibility rests right in our laps.

There are few, if any, commercials that have ever been aired—there are few, if any, advertisements that have ever been printed—that an advertiser has not previously approved. The content and presentation of the advertising message is primarily the advertiser's responsibility. This, then, is the area where self-regulation begins as far as we are concerned.

As I mentioned earlier, by far the greatest number of advertisers have accepted and are accepting this responsibility. You are proving by your everyday actions and approach to your problems that self-regulation at the individual level is and can be a reality.

The real test of self-regulation, then, rests with the advertisers whose actions have contributed to criticism—criticism either because the advertising is considered illegal or because the advertising is considered objectionable on other than legal grounds. It is important that we be aware of this distinction.

Speaking strictly from the standpoint of legality, the ground rules are fairly well-established. The advertiser knows that his advertising cannot mislead, deceive or misrepresent in what the lawyers call "the material sense." And he knows, too, that this applies to the techniques and devices used in his advertising, as well as in the basic claims or promises. He is very much aware that in cases of violation, he is going to be in trouble with the Federal Trade Commission.

The one thing he really is not certain of as far as the FTC is concerned is exactly where the line is drawn—where he is considered to be in violation and where he is not.

Therefore, would it not be helpful both to the advertiser and to the FTC if, working together, we could develop more effective machinery for clarification of the Commission's interpretations prior to the issuance of a complaint, rather than after? We believe that if such were the case, the advertiser would be in a better position to evaluate and regulate his own efforts.

And is it not advisable, too, for the advertiser in his own best interest to give himself some margin for errors? When there is a question in his mind, should he ride right on the lip of legality? Would he not be better off to advertise on the basis of what he **should** say in the eyes of the public, rather than what he **could** say in the eyes of the law?

Questions of Taste

But much that is considered objectionable and undesirable in advertising is not illegal—is not misleading or deceptive. No, it falls in that grey area involving such questions as bad taste, overexposure, the number of commercials, the way various types of products are advertised—yes, even down to the level of the commercial sound track.

Obviously, some of these objections, some of these criticisms, are unjustified, unwarranted and unrealistic. Some stem from the public's inborn reluctance to be sold; from a lack of understanding of the economics of publishing or broadcasting or marketing; from plain, ordinary annoyance.

But, on the other hand, there are criticisms being leveled at advertising today which we must acknowledge and which most of us personally feel are justified.

In this area, neither the FTC, nor any agency of Government, has the mandate over what is or what is not objectionable—over what is and what is not in good taste. Here the responsibility must first lie with the advertiser, and it is here that the advertiser must exercise self-regulation to the greatest degree.

In this case, self-regulation must begin with the acceptance and recognition of the fact that an obligation to the public—and to other advertisers—does exist. . .

And if the advertiser does recognize this obligation—does accept this responsibility—it is then up to him to place it at the highest possible level in his evaluation of any of his actions. . .

If he does so, I have faith that he is going to come up with the right answers on the basis of his own sound judgment, his own good taste, his own level of conscience. Above that, he will have the efforts of the other elements—the agencies and the media—to assist him. But it must begin as his responsibility—at his own desk with his own people with his own company. This is what I think we mean by self-regulation.

Self-Regulation—Interest

And after all, isn't self-regulation the same thing as self-interest? Isn't it in the self-interest of every advertiser to maintain the effectiveness and credibility of his own advertising to support the value of his own advertising investment; to so regulate his own efforts that there is no need for new and more restrictive legislation?

And isn't it only through the example set by each advertiser that we are going to prove to the public, to the Government and to ourselves that we do recognize our responsibility?

And isn't it more important than ever that we consider not only what is **good** advertising in terms of the cash register, but also what is **good for** advertising?

And so, if we will recognize this responsibility—and if our actions reflect this recognition—it is very possible that this period of criticism—of self-analysis—of "this Crisis of Confidence"—can lead to a stronger, more respected, more effective contribution on the part of advertising to our own companies—to the economy as well.

If we do not—if too many advertisers elect to carry on at the same old stand—we can only expect a further deterioration of the value of the advertising investment—a further increase in Government pressure and control.

Right now, we still have a choice.

We may never have this choice again! #

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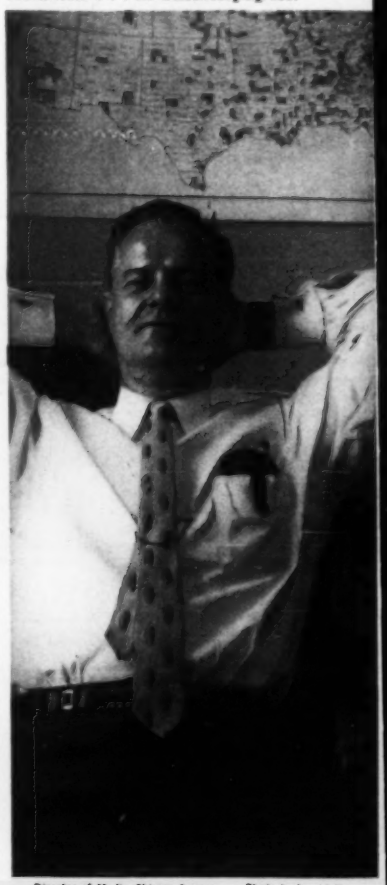

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